

The American **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA



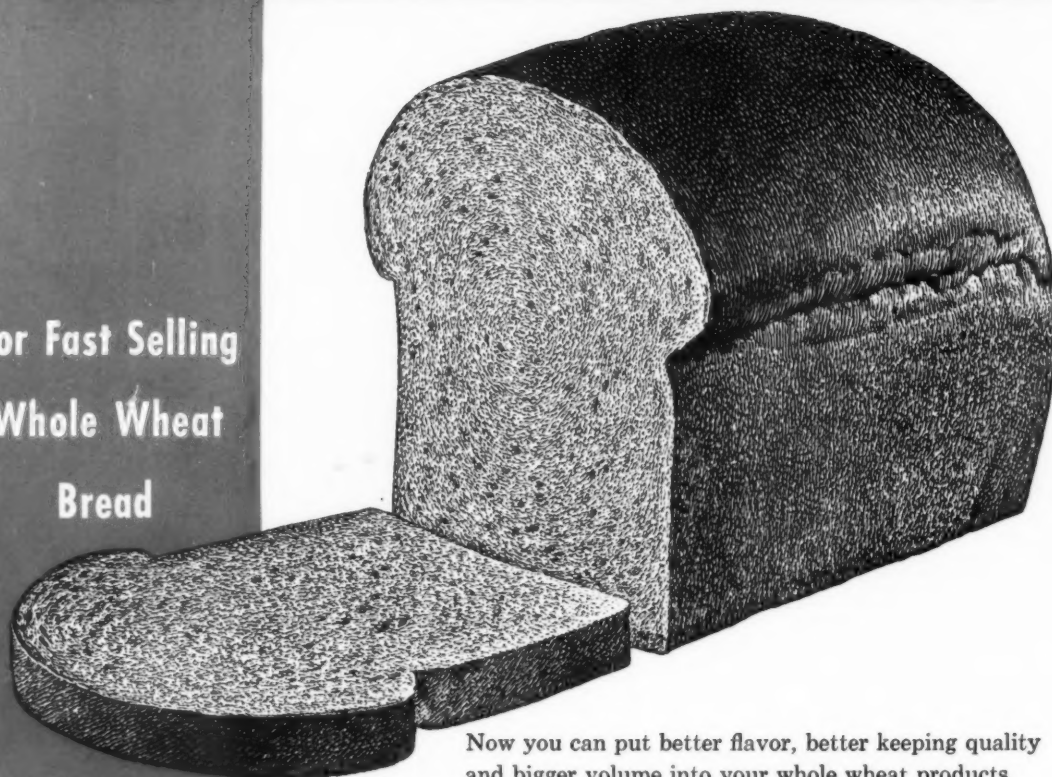
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Whole Wheat
Bread



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The American Baker

Published Monthly for the Bakers of America by
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Performance proven in bakeries all over the country—PIE MAKER is dependable, uniform and quality controlled in one of the most modern mills and laboratories in the country.

And remember we are now able to furnish any viscosity desired!

Famous
for Flours Milled
from
MICHIGAN
Soft White Wheat



F. W. STOCK & SONS, INC.

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108 YEARS OF MILLING EXPERIENCE
PLUS MODERN LABORATORY CONTROL
ASSURES THE BAKER EXCELLENT RESULTS WITH:



HUMMER—Spring Hi-Gluten
LIBERTY—Short Spring Patent
BEST PATENT—Standard Spring Patent
SPECIAL—Extra Strong Spring Patent
STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
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GEORGE URBAN MILLING CO. BUFFALO, N. Y.



from golden waves of grain

Only the finest high protein, hard spring wheats are used in the milling of King Midas Flour. And at every step in the milling process, emphasis is on quality.

That's why King Midas helps bakers to consistently produce higher quality products.



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A PRODUCT OF KING MIDAS FLOUR MILLS



MINNEAPOLIS, MINNESOTA



"I WANT FOUR LOAVES OF BREAD, A CHOCOLATE CAKE . . . AND A PAIR OF SANDMAN PILLOWCASES"

There, Mr. Baker, is the answer to your question: What is the best container in which to buy your flour?

Specify Bemis Sandman Pillowcase Bags! Shake them out (not necessary to launder) and sell them over the counter for about 35 cents each. The store price for such quality pillowcases is 70 to 80 cents. Your customers will jump at the bargain and come back for more . . . *and more bread and cake.* You get back the full cost of the bag and save about 12 cents Cwt. on your flour cost as compared with throw-away containers.



Bemis

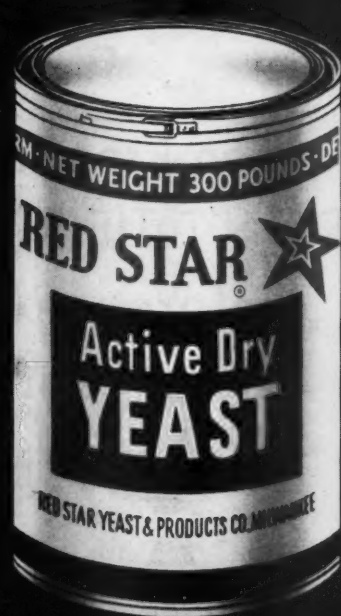
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Jim

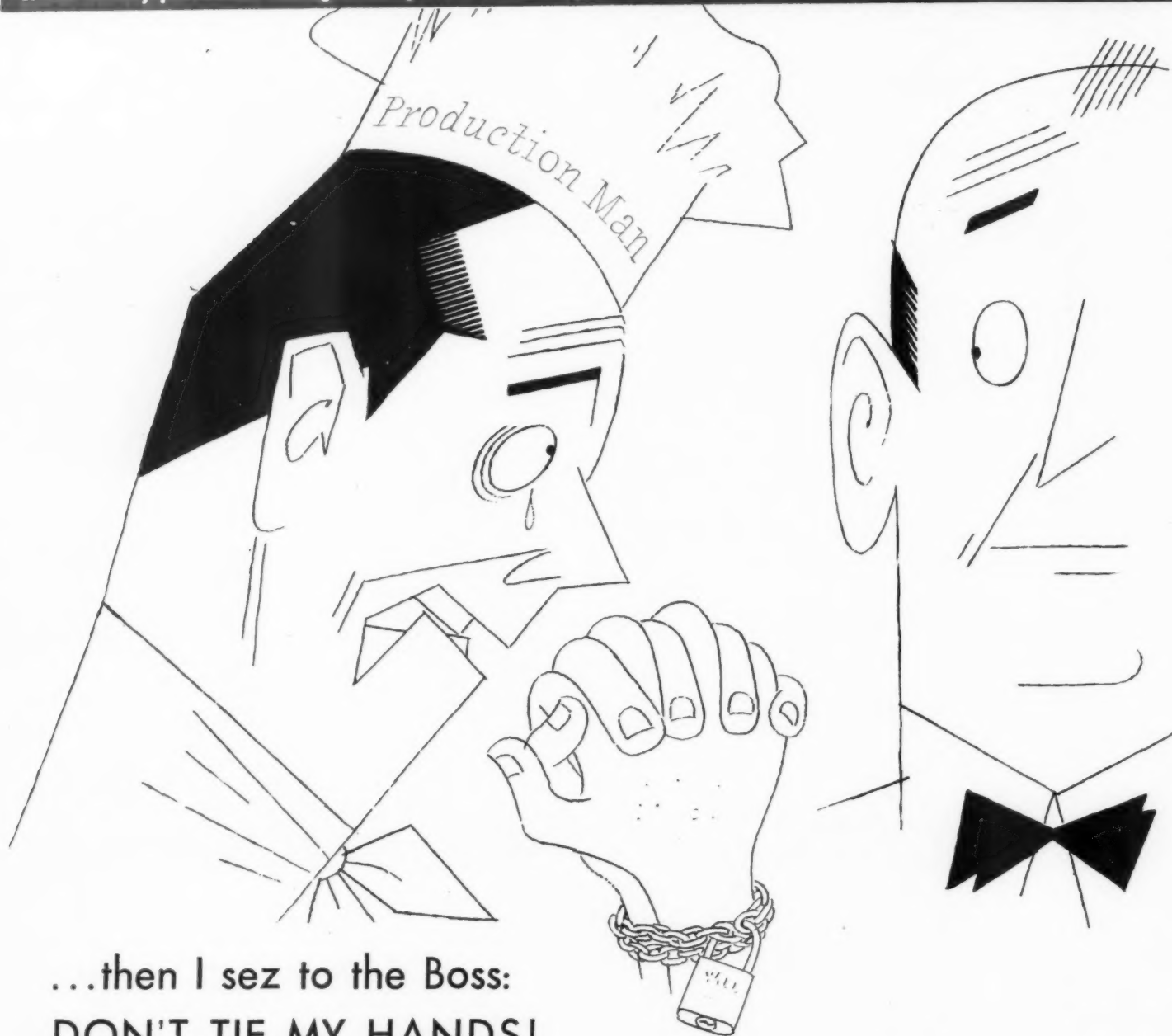
*Let's settle it—
get the facts
from Red Star
and run it.*

Joe



RED STAR YEAST & PRODUCTS COMPANY, MILWAUKEE

If the bakery production managers bought the flour, they tell us we couldn't make enough **DRINKWATER FLOUR!**



...then I sez to the Boss:
DON'T TIE MY HANDS!

Before you go shopping for "flour bargains"
give me at least 50%*

DRINKWATER FLOUR

When you're right down there to watch perfect brown loaves coming out of the ovens—you know what made 'em perfect! That's why I gotta have some Drinkwater!

MORTEN MILLING CO., DALLAS, TEXAS

**P.S. ...and 100% is better if you want to make the best loaf in town!*



Wherever the name "KELLY'S FAMOUS" is mentioned, bakers think of these things—Quality, Value and Dependability. For these have been the hallmark of this superior flour for 50 years. And today you can rely just as surely on the good baking performance of "KELLY'S FAMOUS."

Milled exclusively from scientifically selected varieties of finest hard wheat under constant Laboratory Control.

The WILLIAM KELLY MILLING COMPANY
HUTCHINSON, KANSAS

Capacity 5,000 Sacks

Grain Storage 1,000,000 Bus.

CREAM LOAF

the best flour in my plant



for dependability, uniformity,
consistently satisfactory baking results,
day after day, season after season.



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Comment . . .

. . . by Cooley

Possibly we shouldn't start the New Year on such a note; maybe the following shouldn't even be in a magazine serving the baking industry. However, you will be hiring these youths, and some of them are your sons and daughters. Even a cursory glance at this excerpt from a recent Magazine Industry Newsletter should show you that the nation's inheritors are not fully convinced they are inheriting anything.



F. W. Cooley, Jr.

Paul H. Good, manager of the education department of the United States Chamber of Commerce, tells of the results of a poll on attitudes toward the free enterprise system conducted by the Chamber among high school seniors in 86 schools scattered throughout the U.S. Here are typical responses:

"The profit incentive is not essential to the survival of the American free enterprise economic system."

"One or two companies in many industries almost monopolize these industries."

Mr. Good said 82% of the seniors "just don't believe we have competition in our business world."

The survey found 55% of the students agreed with the Communist theory "from each according to his ability and to each according to his needs."

Of course, one sees these surveys from time to time and hears them used as a background of the message "things ain't what they used to be." But the fact that such answers can be had from even a minority points up shortcomings in education that every citizen should do his part to correct, doesn't it?

The eyes of everyone in the baking industry will be on Atlantic City next fall for the visual display of the importance of baking to our economy. It looks as if the suppliers of equipment, ingredients and services will take special effort to see that you, as a baker, can learn everything you wish to know about the growing industry. You should have already made plans to attend.

(However, we earnestly hope you will stay out of a certain nightclub three blocks from the boardwalk. At the last exposition, when Minnesota was knocking on the door of a national football championship, the alleged band at this bistro didn't know the alma mater fight song!)

Baking has taken several giant steps toward acceptance of its place in the big business picture; let's hope that this largest of all expositions will inspire the baker to take a greater part in the education of the public to this fact.

You bakers who complain about the government spending your hard-earned money with complete abandon can help save some. The government figures that collecting Census of Manufactures and Business statistics from the 10% who will reply late will cost as much as getting them from the 50% who reply first.

Cooperation in filling out these reports will help your government directly—and benefit you because you will find information of considerable value in these censuses (I'm sure it isn't census) when they are completed.

Here's wishing you a happy and prosperous New Year. Thanks for reading. See you next month.

Frank Cooley

Mr. Crumb . . .



"It isn't lipstick! Frankly, she was eating a jelly roll at the time."

Editorials . . .

A PLEA FOR CONSUMER APPEAL

Perhaps too much has been said about what a good food bread is and how much we need it. At least it seems possible that so much attention has been given to these matters as to result in too little attention to that other important matter in bread merchandising — consumer appeal. The editor of the British flour journal, *Milling*, complains of this when he writes:

"The nutritionists, dietitians and medical men have been active in vociferating what, in their opinion, the consumer needs but they have ignored the equally important question of what he likes. This represents an unrealistic approach to the problem; it is possible to raise the nutritive value of any food but if this is accomplished by a means which detracts from the attractiveness and appeal of the food, the value of the enhanced nutritive content may be lost.

"No matter how excellent the nutritional status of a food and no matter how much its virtues are acclaimed, it will not be consumed regularly if it is not liked or even if it has less appeal than another form of the same food. On the other hand, a food which is attractive in appearance, has good eating properties and tastes well will be eaten regularly irrespective of its food value."

Milling's editor lays claim to no new discovery in this, but he does well in reminding his readers of a basic factor in the declining per capita consumption of bread. Some degree of remedy ought to be possible in an alerted industry not lacking in enterprise and ingenuity.

CALLING ALL CRACKPOTS — Scientists in Syracuse University, New York, are understood to be exploring the possibilities of using cattails for food—not the organic variety attached customarily to felines, but the botanic variety: to be precise, those graceful, rushlike plants with fuzzy tops commonly found in swampy areas of temperate North America. The roots, these scientists are beginning to tell the world, can be eaten like potatoes. From them, as might also be confidently expected, cattail flour has been made and converted into cattail cookies. Food cranks will be pleased with this development, particularly those whose lives are devoted to finding substitutes for wheat flour, and before long we may expect a news release from the Food and Agriculture Organization of the United Nations proclaiming that here is even a better way than FAO's fish flour way to step up the protein content of the world's underfed.

Trade Pulse

New manager of the N.B.C. Bread Bakery in Cleveland is FRANK J. HAWKINS. He started in the Newburg, N.Y., office 25 years ago, eventually becoming sales supervisor and Albany, N.Y., manager. He succeeds ROBERT ADAMS, now in New York as executive assistant to the vice president in charge of national bread operations.

WALTER H. RINGWALL, formerly Atlanta, Ga., plant manager of the Southern Bread and Cake Co., has been promoted to the post of regional manager of all Georgia plants. LEWIS E. GRAY has been appointed city sales manager for the Atlanta division.

HOWARD G. WRIGHT, manager of the Pennington bakery in Washington, D. C., Ohio since 1944, has been elected a vice president of Pennington Brothers, Inc., wholesale baking firm with headquarters in Cincinnati.

Bell Bakeries, Inc., announces the appointment of JACK MILLER as manager of the Daytona Beach, Fla. plant. Mr. Miller was formerly sales manager in the company's Fort Pierce division. T. K. KRUG, president of Bell Bakeries, made the announcement of Mr. Miller's appointment.

Election of FREDERICK N. KNIERIEM, trust officer of the Union Trust Company of Maryland, as a director of Becker Pretzel Bakeries, Inc., Baltimore, has been announced.

JEROME SCHULTZ, partner in Young Schultz & Company, Chicago, a firm of certified public accountants, has been elected to the board of directors of National Bakers Services, Inc., sponsor of Hollywood bread.

JOSEPH H. WILKINS, JR., of Richmond, Va., has been appointed vice president and general manager of the Atlas Baking Co. in Richmond, according to T. S. HERBERT, president of the firm.

KENNETH HOLLAND, president of Carpenter Paper Co., Omaha, has been named a director of Omar, Inc. to replace I. W. CARPENTER, JR. Mr. Carpenter, chairman of the board of the paper company, is assistant secretary of state for personnel and administration.

D. FRED NEIGER has been transferred as accountant from the Cleveland plant of Omar to the home offices. Mr. Neiger joined Omar in September, 1952, at the Columbus, Ohio plant as a junior accountant.

NICOLAS EVOLA has been transferred from the New Orleans branch of General Baking Co., to Providence, R.I., where he will assume the duties of branch sales manager.

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Variable but Optimistic Outlook for Baking Industry

1954's Picture Better in 1955?

ABA

General Business Trends
Show Better Year Ahead

Records of the past indicate that demand for bakery foods have a tendency to follow the general trend of business in the U.S. When payrolls go up, our volume advances and vice versa.

If we continue to follow the general trend and if the economists currently making predictions are accurate in their forecasts, the baking industry should look forward to 1955 with a degree of optimism.

Every prediction to date indicates that general business in our nation in 1955 will be better than in 1954. A recent published analysis, by one of the accepted sources of sound forecasting, predicted that personal incomes in our nation in 1955 would be ten billion dollars higher than in 1954.

For our industry as a whole, that is a very favorable estimate of things to come. It could be that our total tonnage of bakery foods will advance in 1955 over 1954. There are, of course, other factors to consider within our industry, but as stated before, if these forecasts are realized, the potential for expanded business is there. Whether individually the baker will show gains in his tonnage depends on several things, not the least of which may be the baker himself.

The mere fact that nationally our business proves better in 1955 is not much consolation to one baker in an area hard hit by business conditions. There are regions where business has suffered generally and where population is not following the national upward trend. In these regions the baker is suffering also.

In our American Bakers Association offices we receive tonnage figures weekly from enough bakers to total around 60 million pounds. This is a significant percentage of total baker production of bread and should be a good indication of national trends. But while the nation as a whole has been holding, in these reports, about at the year ago level, there has been a sharp decline in the volume in the eastern section of the nation.

Factors of employment must be considered. Moreover, the advancing costs of production to

the baker have brought resulting price increases to the consumer. In sections where employment is down, the advancing price may have influenced the buying habits of many families.

These same advancing production and distribution costs have certainly not improved the profit picture within our industry. Volume may show an increase, but profit-wise the industry is no better off than has been the case in recent years.

Labor costs moved higher again in 1954. Flour prices gained to the highest level since around 1920. Paper has trebled in price in recent years.

Our industry has always been opposed to subsidy programs and the reasons for our opposition should be very apparent at this time. With a two-year supply of wheat in storage, acreage already planted for next year promising another big yield, prices of flour to the baker stand at the aforementioned 35-year peak.

Production on non-fat milk solids in 1954 is expected to total the greatest in history, according to late government estimates. Yet the price of such milk to the baker has moved higher.

Quite obviously the creation of these surpluses can be traced to no small degree to the practice of government support which has encouraged production.

Government lending programs which make no differentiation between normal and borderline producers and without regard to quality requirements for the market, must be changed. It is naturally to be expected that continuation of the present basis merely will mean greater burden to the taxpayer and can result eventually in much lower prices to producers.

The baker is no different than other food processors. Costs of production and distribution of all raw materials are higher to virtually all businessmen.

The economists point out that advancing income can mean greater sales of products of all kinds, in dollar volume purchased. But there is just concern in not a few places over the question of whether the inflationary trend can continue without serious difficulties following eventually.

The biggest factor in any inflationary move from this point is labor, as has been pointed out by a number of commentators. Demand for increases to keep pace with increased costs of living merely brings further increases in that cost of living.

A basic food such as bread is in more of a squeeze than many other food products. It is the most common food found on most tables and it should carry greatest importance to people of low



Lewis G. Graeves
ABA Chairman



E. E. Kelley, Jr.
ABA President



William F. Thie
ABA President

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income. Bread should be most important to such people in time of greatest need, when income is down.

The nutritional factors in bread are vital to these people and if costs gain with resultant advances in selling prices to the consumer, those in the moderate income level will be hurt most.

Somehow or other we always seem to get back to one point: The salvation of the baker and his consumer lies in greatest possible savings in every possible direction, without sacrifice of quality.

There is reason to look into 1955 with hope and expectation of general improvement in business, a greater volume of products sold, but at the same time, rigid control of every cost factor may be the answer to the profit structure in the industry.

The work of the American Bakers Association, the American Institute of Baking and the Bakers of America Program has only one objective—the creation of a greater industry. Our effort, we believe, is building steadily for an expanded market of the future.

It is the pledge of every individual in these three industry organizations that the work will be intensified throughout the year ahead. We will strive for greater progress than in any year in the past.—Lewis G. Graeves, Chas. Schneider Baking Co., Washington, D.C., chairman, and E. E. Kelley, Jr., Chicago, president, American Bakers Assn.

ARBA

Cooperation Is Answer To Industry Problems

The officers, staff and members of the Associated Retail Bakers of America wish to thank all in the industry who contributed so much to our success in 1954. The continuance of your spirit of cooperation will assure the progress of our great industry in 1955.

For through collective thinking (partners in progress) much can be accomplished.

As always, the coming year will present many problems. The potential market will be great. Competition, as always, will be keen. This need not discourage but, on the contrary, should stimulate the baker who is really interested to produce finer quality, bake the best, serve well and sell hard; for that we must strive in 1955.

In confidence and co-operation shall be our strength.



We extend a most cordial invitation to all in the baking industry to attend our great 1955 convention in Miami Beach, Fla., April 24-27.

Be sparkling and alive in 1955.—William F. Thie, Virginia Bakery, Cincinnati, president, Associated Retail Bakers of America.

ATBI

Red-Letter Year for Baking Industry Seen

The year 1955 promises to be a red-letter year for the baking industry as a whole, as well as for the organization devoted exclusively to its service—the Allied Trades of the Baking Industry, Inc.

Partial basis for this optimistic prediction is the fact that one of the highlights of 1955 will be the national Baking Industry Exposition in Atlantic City, N.J.—a sextennial event of great scope and importance which promises to utilize completely the services of every member of the ATBI, both before and during the exposition.

Another reason for the belief that 1955 will be a red-letter year is the way the ATBI is taking up the suggestion that each member of the organization extend a "helping hand" to some deserving young baker who would benefit himself and his employer by further technical training in one of the many schools listed in the ATBI's "Handbook on Baking Schools." This development of a better supply of technically trained young men for supervisory and administrative positions in the baking industry is regarded as a long overdue project that promises to increase in scope and importance.

In addition to these two very special short and long-range projects, we expect 1955 to see an ever-greater growth in the regional divisions of the ATBI and ever-closer cooperation between these divisions and their regional bakery associations.

Last but not least, the ATBI will continue to perform those many run-of-the-mill services for the baking industry that are short on red-letter glamour but long on utility.

As president of this "service" organization, it gives me great pleasure to pledge this type of performance for 1955 and to extend the best wishes of our entire membership to the baking industry for a Happy and Successful New Year!—C. W. Steinhauer, Union Steel Products Co., Albion, Mich., president, Allied Trades of the Baking Industry, Inc.



ASBE

Growing Membership Draws Spirit from Past

The holiday season is the time for reflection and for resolution. Reflection gives us pause to consider the many blessings which are ours, and the many people to whom we are indebted for friendliness and cooperation in our daily lives. Resolution gives us the opportunity to determine to extend that same friendliness and cooperation to others in the time ahead.

We, of the society, are particularly blessed in that our growing numbers seem to absorb the spirit of helpfulness with which our founders were imbued. We should be grateful for the progress we have made and for the willingness our members display to contribute to the common good.

It is in this spirit of gratitude, friendliness, helpfulness and good will that I, both personally and on behalf of your society, extend to you, and to all of our members and their families, in the U.S. and its territories, in Canada, and in many other countries throughout the world, our best wishes for a very happy holiday season and for a peaceful, healthy and prosperous new year. May God help all of us to know and be our better selves in our daily year 'round lives.—Wallace K. Swanson, Stroehmann Bros. Co., Williamsport, Pa., president, American Society of Bakery Engineers.



NBSA

Quality, Sales Effort Can Make Future Even Better

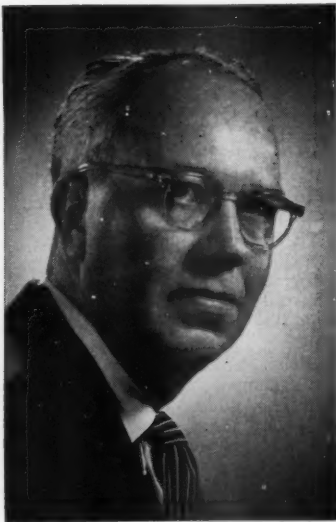
—All indications are that the baking industry has weathered the mild economic decline of early 1954 in very good shape. As is always the case a stiffening of competition for the consumer's dollar stimulates interest in and improvement in merchandising techniques, and a general upgrading of quality. It appears that the baking industry has registered gains in both these departments.

The recent marked improvement in heavy goods in-

(Continued on page 55)



C. W. Steinhauer
ATBI President



Wallace K. Swanson
ASBE President



George A. Seidel
NBSA President



John E. Morrill
BEMA President

Congress Maps Legislation Affecting Baking Industry

WASHINGTON—The forthcoming Congress will be expected to consider six major legislative proposals directly affecting the baking industry, the Associated Retail Bakers of America points out in a bulletin to its membership.

The proposals are:

1. Proposed amendments to the Fair Labor Standards Act. An attempt to revise the law to bring under it businesses which substantially "affect" interstate commerce. Such an amendment would apply to many local businesses not now covered, including bakers. An effort may be made to narrow or eliminate the present specific exemption which applies to retail bakers.

There is also pressure to limit the work-week to less than 40 hours for overtime pay purposes. Overtime liabilities under the present act must be paid at 1½ times the regular rate. Many businessmen are under the impression that this is on the basis of the minimum wage rate of 75 cents an hour. ARBA points out that the overtime liabilities are paid on the regular rate.

2. Amendment of the Food, Drug and Cosmetic Act in regard to chemical additives. Appropriations for the enforcement of the Food and Drug laws will be of interest because of the possibility that more funds may be voted by the Democrats. This would mean increased sanitation inspection of bakeries.

3. Amendment of the anti-trust laws. A variety of revisions may be proposed affecting the Robinson-Patman laws. The anti-trust statutes now have a long reach into local transactions. The Attorney General's

report, which has been in preparation for some time, is apt to spark many proposed changes in the anti-trust laws. It is expected to include a recommendation that the unions be brought under the anti-trust laws.

4. Amendments to the agricultural price support program with a renewal of the debate on rigid versus flexible supports. A proposal for a 90% support program is on the agenda. The two-price plan for wheat is also expected to come up again.

5. Amendment of the Defense Production Act which expires next June 30. Authority for priority, allocation, and rationing powers may be proposed. Democrats may ask for standby powers. Republicans hold that the President already has authority to place the economy on an emergency footing pending passage of specific legislation.

6. Continuation of the present corporation taxes of 52% which was due to expire next April. President Eisenhower has announced that he will recommend such legislation.

The retailers' association also expects that congressional committees will again investigate price spreads between farm commodities and processed foods at the retail level.

Missouri, Kansas Bakers Plan Jan. 26 Meeting

KANSAS CITY—The Missouri and Kansas Bakers Associations, assisted by the Midwest Bakers Allied Club, Kansas City, have planned a joint meeting at the Elms Hotel, Excelsior Springs, Mo., Jan. 26.

There will be a discussion of bulk handling of flour, sugars and shortening for wholesale bakers and a session for retailers on production and sales problems. Larry Ray, dean of midwest sports announcers, will speak at a luncheon. A banquet and dance will take place at the hotel in the evening.

W. F. Ellerbrock, Ellerbrock Bakeries, St. Louis, president of the Missouri group, and S. K. Alexander, Alexander Baking Co., Topeka, head of the Kansas organization, are in charge of the program, assisted by C. J. Patterson, Jr., C. J. Patterson Corp., Kansas City, for the Midwest Bakers Allied Club.

Percy T. Storr, Food Materials Official, Dies

MANHASSET, N.Y. — Percy T. Storr, 60, vice president of Food Materials Corp., New York, died here suddenly Jan. 3. Mr. Storr was a member of the New York and Philadelphia Bakers Clubs and a number of other industry associations. He was vice president of several and also a member of the Plandome (N. Y.) Golf Club.

Survivors include his widow, Marjory Nichols Storr, two surviving daughters, Mrs. Alvin E. Cormeny and Mrs. Thomas E. Conrad, Jr., two sisters, a brother and six grandchildren. Interment was at Nassau Knolls Memorial Park.

NEW COOKIE PLANT

ADDISON, ILL.—A new cookie products plant will be opened soon near Addison, Ill., by the Austin Packing Co. Ernest Fox, president, said the new plant will have a 14,000 sq. ft. capacity.



Edward A. McLaughlin

HONORED—Edward A. McLaughlin, president of Ward Baking Co., New York, will be guest of honor at the Bakers and Allied Trades division of the Federation of Jewish Philanthropies annual dinner Jan. 12 at the Sheraton Astor Hotel. According to David M. Levitt, president of the Doughnut Corporation of America and campaign chairman of the division, Mr. McLaughlin is being honored "because he represents the finest tradition in American industry." Mr. McLaughlin, long active in communal efforts, is chairman of the Bakers' division of Boys Town of Italy, and he was recently nominated director of the New York Bakers Club, Inc.

Census Forms On Way to All Bakers

WASHINGTON—The U.S. Bureau of the Census says that forms are already in the mail for the 1954 Censuses of Manufactures and Business, and points out that the forms are to be returned within 30 days.

The baking industry, through its associations, has promised "full cooperation" in completing the censuses, the first for the baking industry since 1947-48.

Retail bakers will report on Form 50B. The primary inquiries included in this form are:

Location and kind of business, annual sales and receipts, payrolls and employment, number of proprietors and unpaid family workers of unincorporated businesses, form of organization (corporation, partnerships, etc.), inventories, and credit sales and accounts receivable.

The principal inquiries included in the 1954 Census of Manufactures report forms which will be used by wholesale, house-to-house and multi-unit retail bakers (Form MC-20H) are:

Plant identification; nature of activity, company affiliation and ownership, employment and payrolls, man-hours of production and related workers, by quarter, cost of materials, fuels and electric energy consumed, industrial water consumption, horsepower rating of power equipment at end of year, inventories, capital expenditures, materials consumed, and products shipped.

Sugar Quota Set At 8,200,000 Tons

WASHINGTON—Sugar quotas for 1955 totaling 8,200,000 short tons, raw value, were announced Dec. 21 by Ezra T. Benson, secretary of agriculture. This figure compares with initial quotas totaling 8,000,000 tons and final quotas totaling 8,250,000 tons for 1954. Sugar quotas govern the supply of new sugar from all sources, foreign and domestic, available for marketing in the continental U.S., USDA says.

"As in the past two years," Mr. Benson said in commenting on the level of the quotas for 1955, "the quotas have been set initially at a level below the indicated level of total sugar consumption for the year. This is done partly to make allowance for possible error in the estimate of demand for sugar but mainly to help stabilize sugar prices at levels required by the Sugar Act.

"For 1955 total consumption of sugar in the U.S. is currently indicated at 8,500,000 short tons. For the reasons just given, the sugar quotas for the year have been set at a level 300,000 tons below this figure."

Mr. Benson indicated, however, that he expected to raise the quotas during the course of the year. "The quotas will be raised," he said "to any extent warranted by a demand for additional sugar at prices consistent with the price provisions of the Act. During 1954 demand for additional sugar required two increases above the quotas originally announced for 1954. On March 19, the quotas were raised from a total of 8,000,000 tons to 8,200,000 tons, and on Dec. 3 this was raised further to 8,250,000 tons."

The general demand factors affecting sugar are not expected to change much in 1955. Domestic sugar prices were relatively stable during 1954. New York wholesale refined sugar prices were about the same as a year earlier. Raw sugar and actual refined sugar prices in most areas of the country, however, averaged lower than heretofore in relation to New York basis refined prices, department spokesmen said.

General Bakeries, Ltd., Takes Over Palace Firm

MONTREAL — General Bakeries, Ltd., is purchasing the bakery operation of Palace Bread, Ltd., Calgary, Alta., S. R. Saxby, president, announced. Negotiations for the purchase, which takes effect at the close of business Jan. 15, have been carried on intermittently over a three-year period.

After Jan. 15 the plant, the largest in the Calgary area, will be operated as the Palace Bread division of General Bakeries, Ltd. Leon and Alvin Libin, sons of the original founder of the Palace company, have been retained to operate this division.



H. J. Slocum

TRANSFERS—H. J. Slocum, former regional manager, the Fleischmann division, Standard Brands, Inc., has been transferred from Birmingham, Ala., to New York headquarters as assistant sales manager to M. G. Rhodes, vice president and sales manager of the Fleischmann division. Mr. Slocum is one of the best known and most active representatives of the Fleischmann division in the South and Southwest. His friends in that territory will be pleased to learn of his promotion to a position where his talents for helpful service to the bakery trade can be employed on a nationwide basis, the division said.



Worth
Looking
Into

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Zene H. Havstad



Walter M. Wingate

RUSSELL-MILLER APPOINTMENTS—Zene H. Havstad, formerly divisional sales manager in the bulk flour division for Russell-Miller Milling Co., has been appointed to the newly-created position of director of marketing research for the same division. He will take over his new duties Jan. 1. W. R. Heegaard, vice president, announced. At the same time, Mr. Heegaard announced the promotion of Walter M. Wingate, formerly a bulk flour sales representative in New York, to be assistant to B. Frank Morris, divisional vice president. Both men will headquarter in Minneapolis. Mr. Havstad has been with Russell-Miller since 1941, when the company acquired the Stanard-Tilton Milling Co. He had previously been sales manager for Stanard-Tilton in Dallas. Prior to that he was with the Livingston (now Colton) Economic Service in Minneapolis, and with the NRA in Chicago. He was sales manager of Russell-Miller's midwest grocery products division before moving into the bulk flour division. Mr. Wingate joined the company in 1948, serving in Chicago and New York before his current transfer to Minneapolis. He is a graduate of Blake school and Dartmouth college, where he attended the Tuck school of business administration.



Paul M. Petersen

Paul M. Petersen Heads International Bakery Flour Sales

MINNEAPOLIS—The International Milling Co. announces that Paul M. Petersen, vice president and director, is taking charge of all bakery flour sales of the company, in addition to his present responsibility as general manager of the durum division.

Mr. Petersen came to International Milling Co. in charge of the durum division when that company bought Capital Flour Mills, Inc. in 1946. He started with Capital in 1926 and after holding various positions with that company, he rose to the presidency.

Omar Sells Frozen Pie Line to Kentucky Firm

OMAHA — Omar, Inc., has announced it has acquired 10,000 shares of the common capital stock of Morton Packing Co., Louisville, Ky. In order that Omar may concentrate its efforts in the bakery-to-home field, Omar's national wholesale division, which has principally been engaged in marketing frozen fruit pies, was sold to the Morton Packing Co. Jan. 1.

The investment in Morton enables Omar to maintain a position in the growing frozen food field without diverting its own management's attention from its main operation in the baking business, company spokesmen said.

Rocky Mountain Bakers Change Meeting Site

DENVER—The board of governors of the Rocky Mountain Bakers Assn. has voted to hold its 1955 convention in Colorado Springs instead of Denver, as first planned. The event will be held at the Broadmoor hotel, Colorado Springs, April 21-24.

The first day will be open for registration. On the second day the association's annual golf tournament will be held on the Broadmoor golf course. The third and fourth days will be given over to business sessions. C. J. Downing, Old Homestead Bread Co., Denver, is convention chairman.

A bakery goods display in connection with the convention is planned.

Officers of the Rocky Mountain Bakers Assn. are Eddie Gonzales, Sr., Miller Super Markets, Denver, president; Richard Knight, Macklem Baking Co., Denver, and Andy Keleher, Bender's Bakery, Denver, vice presidents; Fred Linsenmaier, Linsenmaier Bakery Service, Denver, secretary-treasurer.

General Mills Develops Bulk Transport Unit for Bakers; Also Acts as Storage at Bakery

MINNEAPOLIS — The flour division of General Mills, Inc., has announced development of a revolutionary new "Truck-A-Bin" for use with motor carriers. Company officials said "it promises to establish new standards of economy in the bulk handling of bakers' flours."

The system combines the features of a mobile trailer-mounted bulk handling method with those of a portable flour bin that can be adapted to suit the needs of bakers. It is a product of General Mills' long-term study of bulk flour handling and was developed by the flour division in close cooperation with the Fruehauf Trailer Co., Detroit.

General Mills will soon make the design available to the baking industry. The unit will be available to bakers from Fruehauf on either a leasing or outright purchase basis. Fruehauf will handle the "Truck-A-Bins" throughout the U.S.

The flour division has announced that the "Truck-A-Bin" method of flour handling will be presented to the baking industry as a service by General Mills. It will be available to bakers and millers generally, and in this respect is similar to the Brown-n-Serve baking process, which General Mills presented to the baking industry more than five years ago. The baker is not restricted in his flour purchases.

Flour division officials emphasized that the "Truck-A-Bin" offers "remarkable savings in time, labor and capital investment." And its application is not limited to bakers, the company says. It provides the same advantages to macaroni makers and others who can handle flour delivered in bulk.

The "Truck-A-Bin" is permanently mounted on a heavy-duty truck trailer chassis.

Once at the plant, it becomes a sanitary, weather-proof, space-saving storage bin. Two built-in, drop bottom, screw-type conveyors make unloading automatic. Each unit will hold 250 sacks flour or one-fourth as much as the average bulk freight car.

The system eliminates in-plant installation of permanent storage facilities; the "Truck-A-Bin" itself becomes a storage unit. Other advantages of the method cited by General Mills:

1. Only a small electric motor is needed for unloading.
2. The unit can be quickly adapted to any offtrack plant; loading and transportation is completely sanitary.
3. The "Truck-A-Bin" can be used to transport flour in bulk from any mill or public siding, or from a flour depot.

Inquiries on the system are being received jointly by the Fruehauf Trailer Co. at Detroit and by General Mills' flour division in Minneapolis.

The idea for the "Truck-A-Bin" originated with the flour division and was perfected through an intensive developmental program. General Mills considers the system another important forward step by the milling and baking industries to meet market challenges with new ideas.

—BREAD IS THE STAFF OF LIFE—

Three Artificial Food Colors Banned by FDA

WASHINGTON — The Food and Drug Administration is about to issue an order de-listing from permitted use the artificial coloring materials Orange 1, Orange 2 and Red 32 for use in food products.

These coloring materials, which up to this time have been on the FDA permitted list for use in food products, have "under most rigid FDA examination been discovered to be not entirely harmless," consequently the action.

Officials state there has been no evidence of harmfulness to human beings when used in food products, but extreme dosage in animal feeding has developed some unfavorable results which have led FDA to exercise the maximum caution for use in foods consumed by humans.

Orange 1 has been used extensively in coloring cakes, pastries, candies, soft drinks and frankfurter and sausage skins. Red 32 has been used to color orange skins and for processed cheese.

The de-listing procedure of FDA in these matters provides for hearings if requested by interested parties.

—BREAD IS THE STAFF OF LIFE—

WALNUT CROP RELEASED

WASHINGTON — Because of reduced 1954 walnut production, the U.S. Department of Agriculture has made the entire crop available for the domestic market. Previously, 8% of the crop was ordered withheld from the market as authorized by the amended walnut order to balance supply with demand. The department also announced, however, that restrictions on walnuts distributed in-shell during the 1954-55 marketing year would continue in effect with some modifications.



Dr. John C. Garey

RED STAR POST—J. A. Kirkman, Jr., vice president in charge of sales and advertising of Red Star Yeast & Products Co., Milwaukee, has announced the appointment of Dr. John C. Garey, manager of the special yeast products division of Red Star, as assistant to the vice president in charge of sales and advertising, effective Jan. 1.

Flour Market

Crop News Prominent in Outlook

Flour markets in early January were subject to about the same price influences that have prevailed throughout the early winter, with the additional factor of the weather's effect on the new winter wheat crop. For the most part, drought conditions are still dominant in the Southwest. Some moisture was received in December, but the quantity received was disappointing in the areas of largest wheat acreage. From now until harvest-time approaches in the spring, crop news will have a considerable influence on wheat prices. A dominant factor, at the same time, is the price support program which continues to limit market supplies. Evidence of the effectiveness of this program is the fact that wheat prices this year average several cents above the levels of a year ago despite a record over-all supply.

Price changes in the month ending with early January were mixed at the various markets, with ordinary wheat at Minneapolis changed little in price but higher quality wheat down about 5¢ bu. At Kansas City, changes were held within a range of 1½¢ higher to ½¢ bu. lower. Wheat futures continued to show moderate strength, with Chicago May gaining 5¼¢ bu., a reflection of special circumstances involved in the soft red wheat supply. Spring wheat flour was quoted 10¢ sack lower, while hard winters were 5¢ sack higher in early January as compared with early December.

1955 Winter Crop Forecast 14% Smaller

The U.S. Department of Agriculture recently made its first estimate of 1955 winter wheat production on the basis of planted acreage and conditions on Dec. 1. A crop of 679 million bushels is indicated, which would be about 14% smaller than the 1954 crop. The reduction in the estimate from last year's production reflects, in addition to acreage allotments and marketing quotas, the unfavorable weather this fall in some of the winter wheat areas. Limited rainfall retarded growth in parts of Kansas. And in Texas, Colorado and Oklahoma—where one fourth of the total U.S. crop is located—dry weather hindered seeding, with some acreage still to be planted after Dec. 1.

Over-All Supply At High Point

Meanwhile, USDA issued its final summary of 1954 crop production, indicating a total 1954 wheat crop of 969,781,000 bu., up about 10 million from the November estimate. The gain from November was entirely in winter wheat. Together with the carryover from last crop year, and after allowing for various disappearance estimates and actual usage through Nov. 30, supplies of wheat remaining Dec. 1 for milling, export or carryover totaled 1,405,900,000 bu. This compares with 1,292,900,000 on Dec. 1, 1953.

Large Portion of Total Unavailable

The extra large supply, however, has not weighed on prices because of

the large portion of it owned or controlled by the government through price support operations. In fact, as has been pointed out here before, most market observers look for an actual shortage of "free" wheat before the end of the crop year. Figures are not very up to date, but those available illustrate the point. At the end of October, the USDA had an inventory of more than 770 million bushels. In addition, through Nov. 15, farmers had put 335 million bushels of 1954 wheat under loan. Redemptions from loans have been small. Thus, over a billion bushels of wheat—or over two thirds of total supplies—were not available for domestic use, except at higher-than-market prices. More wheat undoubtedly will go into loan during January, the final month for loan participation, and the pinch probably will become more severe.

High Winds in S. W. A Major Hazard

Because of the extended drought, a principal hazard to the winter wheat crop is high winds. The USDA reported in mid-December that the area subject to soil erosion is double the area in this condition last year. Soil-blowing damage has been reported in western Kansas and Nebraska, where conditions have been better than in wheat lands farther to the Southwest. A recent official weather report notes that soil is loose, dry and susceptible to blowing in much of the central and lower portions of the western plains. In these drouthy areas wheat made poor progress. Moisture was received over most of the wheat area from the Texas Panhandle and Colorado eastward to Missouri in the final week of 1954. The total was disappointing, however. The driest area got only 1/10 to ¼ in. of moisture, and in the western sections there was a fair amount of snow, which was expected to be of temporary help in holding soil against blowing and provide a modest cover against low temperatures. Much of the area, though, does not have a full ground cover.

Weather Outlook Watched Closely

While the crop generally is in a retarded condition, permanent damage probably has occurred only in a limited way as yet. Thus, much depends on weather in the coming weeks. A prominent railway crop report comments: "Each day without effective moisture trims the prospects for the 1955 crop. Just how much the loss will be and where it will show up is going to depend entirely on the moisture pattern for the rest of the growing season. Subsoil moisture is very deficient. Surface moisture conditions are very poor except in a few favored areas along the eastern part of the hard winter wheat territory where light rains have fallen in the past few weeks."

Exports Made From Government Supply

Exports this year are running slightly ahead of last year, and there are some indications that the crop year's total shipments may be larger than in 1953-54. However, export transactions are having only modest day-by-day influence on markets because supplies are coming almost entirely out of government stocks. As exports work to reduce the overall surplus, however, they constitute a long-range market factor. And in special situations export dealings occasionally affect price developments. An example is the recent report that the USDA is short of soft red wheat supplies in eastern export positions and the agency's subsequent offer to swap its supplies of hard wheat for soft wheat. This had the effect of strengthening the Chicago futures, on which mostly soft red wheat is delivered.

Limited Amounts Of Flour Bought

Procurement of hard winter wheat flour was light all through December, with the bigger buyers having pur-

Market
Editor



George L. Gates

chased forward needs late in November. Spring wheat flour buying was fairly consistent through the period, meanwhile, and many bakers have quite a bit of flour on contract for the coming weeks. In early December, there appeared to be a reluctance to add to bookings because prices were quite a bit higher than when big bookings were made. However, a modest dip in prices followed by an advance might be considered a suitable time to add to bookings in view of the quite general forecasts for a stronger market.

—BREAD IS THE STAFF OF LIFE—

Colorado Group Seeks Ban on Give-Aways

DENVER — The Colorado Retail Grocers & Meat Dealers Assn. plans to draft and back a bill in the Colorado legislature which would ban all forms of give-aways, whether in the form of premium stamps, merchandise or cash, by all types of retail firms.

The association's executive director, Mel Otto, said that the proposed bill would attempt to be non-discriminatory by having it include other retailers besides grocers and by making it prohibit not only premium stamps but all such give-aways as merchandise, new cars, etc., in various drawings and contests.

An official of the Colorado Petroleum Retailers Association, Inc., said his group would probably join the grocers' association in its move.

—BREAD IS THE STAFF OF LIFE—

John T. Walsh to Leave Dry Milk Institute

CHICAGO—John T. Walsh, assistant director of the American Dry Milk Institute, Chicago, has resigned his position effective Jan. 15, 1955, according to an announcement by Dr. B. W. Fairbanks. He will join Dry Milks, Inc., Chicago, as vice president.

Mr. Walsh is well known throughout the industry, having been associated with it since 1929—for nine years with the Borden Co. and the last 16 years with the ADML. He has a background of experience and knowledge of the industry from production through sales promotion and market development, Dr. Fairbanks said.

PUBLICITY

CHICAGO — Two national magazines are featuring articles of special interest to bakers. The Jan. 1 Saturday Evening Post has a color spread on the giant-size "Poor Boy" sandwich. Look magazine for Jan. 25 on newsstands Jan. 11, will have a 2-page spread on "Wonder Pastries from Flour, Butter and Cheese."

Summary of Flour Quotations

Dec. 31 flour quotations in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent	6.80@7.15	..@..	..@..	..@..	..@..
Spring high gluten	..@..	7.15@7.21	..@..	..@..	7.85@8.00
Spring short	..@..	6.85@6.75	..@..	..@..	7.40@7.56
Spring standard	6.60@7.05	6.60@6.65	..@..	..@..	7.35@7.45
Spring first clear	6.00@6.45	5.95@6.35	..@..	..@..	6.65@6.71
Hard winter short	6.32@6.70	..@..	6.30@6.35	..@..	7.19@7.24
Hard winter standard	6.22@6.60	..@..	6.20@6.25	..@..	6.45@7.00
Hard winter first clear	5.55@5.60	..@..	5.00@5.10	..@..	5.60@6.74
Soft winter short patent	7.06@7.82	..@..	..@..	..@..	8.24@8.36
Soft winter standard	6.36@7.12	..@..	..@..	..@..	7.39@7.66
Soft winter straight	..@..	..@..	..@..	..@..	6.21@6.25
Soft winter first clear	5.70@6.01	..@..	..@..	..@..	5.51@5.55
Rye flour, white	4.85@4.95	4.55@4.60	..@..	..@..	5.45@5.55
Rye flour, dark	3.55@4.20	3.80@3.85	..@..	..@..	4.43@4.80

	New York	Phila.	Boston	Pittsburgh	*New Or.
Spring high gluten	7.87@7.97	7.00@8.00	7.89@7.99	..@..	7.45@7.70
Spring short	..@..	7.40@7.50	7.44@7.54	7.29@7.48	7.00@7.15
Spring standard	7.32@7.42	7.35@7.45	7.34@7.44	7.14@7.38	6.75@7.10
Spring first clear	6.70@7.05	6.90@7.00	6.72@7.02	6.38@7.61	6.10@6.80
Hard winter high gluten	..@..	..@..	..@..	..@..	7.69@7.93
Hard winter short	7.05@7.15	6.95@7.05	7.06@7.16	6.89@6.97	6.50@6.70
Hard winter standard	6.85@6.95	6.85@6.95	6.86@6.96	6.71@6.87	6.35@6.50
Hard winter first clear	..@..	..@..	..@..	..@..	5.25@5.65
Soft winter short patent	..@..	..@..	..@..	..@..	5.80@6.10
Soft winter straight	5.80@6.10	..@..	5.82@6.07	..@..	5.45@5.70
Soft winter first clear	..@..	..@..	..@..	..@..	5.75@6.10
Rye flour, white	5.25@5.40	5.20@5.30	..@..	5.05@5.31	..@..
Rye flour, dark	..@..	..@..	..@..	4.30@4.81	..@..

*100-lb. papers. †Bakery wheat flour in 100-lb. papers.

Business Upturn Seen for First Quarter of 1955

NEW YORK—Businessmen expect a definite upturn for the first quarter of 1955, according to the results of a survey by the reporting staff of Dun & Bradstreet, Inc.

In the survey, 1309 business executives, comprising a random cross-section of the nation's larger and medium-sized manufacturers, wholesalers and retailers, were asked whether their sales, profits, inventories, prices and number of employees are expected to be higher, lower or the same compared with the first quarter of 1954. Manufacturers were asked also to give their expectations as to their new orders.

The survey shows that 56% of the executives look forward to higher sales and 43% expect larger net profits after taxes, comparing the two first quarters. Lower sales are anticipated by 13% of the businessmen and smaller net profits are expected by 12%. No change in the direction of sales is expected by 31% of the concerns surveyed, and 45% are of the opinion that the level of their earnings will be about the same.

The recent survey is one of a series made periodically by the agency since 1947 and, more recently, at quarterly intervals. The latest survey is the first in over a year in which a majority of business executives interviewed have expected an increase in sales, looking ahead to a forthcoming quarter. In the preceding survey made for the fourth quarter of 1954 compared with the same period of 1953, the number of businessmen expecting sales increases was 48%. The similar percentage for the third quarter was 46%, and for the second quarter 43%.

Another interesting aspect of the survey is the fact that slightly more executives are projecting increases than decreases in the forthcoming levels of their inventories. The figures show that 24% of the concerns expect higher first quarter inventories, compared with the 1954 first quarter, while 23% anticipate decreases and 53% think there will be no change. In the previous surveys made by Dun & Bradstreet during 1954, those who expected to reduce their inventories outnumbered those expecting to increase their inventories consistently.

Majority expectations as to selling prices in the first quarter of 1955 are heavily of the view that prices will show no change, with 12% expecting that prices will be higher, 76% that they will be the same, and 12% anticipating lower prices.

While 79% of the businessmen interviewed expect to operate with the same number of employees, the 14% who believe they will be adding employees outnumber those who expect to reduce their employment levels by two to one.

More manufacturers than wholesalers and retailers expect to add to their payrolls, apparently reflecting rising sentiment among manufacturers toward the expected trend of new orders. Increases in new orders are expected by 51% of the manufacturers of durable goods and by 59% of the manufacturers of non-durables. Decreases are anticipated by 9% of the manufacturers of non-durable goods and 14% of the manufacturers of durable goods.

In terms of functional groupings, the manufacturers of non-durable

Stock Market Picture

THE NEW YORK STOCK EXCHANGE

Quotations on baking and allied stocks listed on the New York Stock Exchange:

	1954-55	1954	1955
	High	Low	Close
Cont. Baking Co.	30 1/2	29 1/2	27 1/2
Pfd. \$5.50	105 1/2	90 1/2	103 1/2
Corn Prod. Ref. Co.	91	74 1/2	87
Gen. Baking Co.	11	9 1/2	10 1/2
Gen. Foods Corp.	80 1/2	59 1/2	76 1/2
Gen. Mills, Inc.	78	60 1/2	73 1/2
Mercer & Co.	23 1/2	17 1/2	23 1/2
Pfd. \$3.50	93	88 1/2	92 1/2
Pfd. \$4	109 1/2	98	105
Natl. Biscuit Co.	45 1/2	36 1/2	42 1/2
Pillsbury M. Inc.	53	33	52 1/2
Procter & Gamble	97	68	98
Quaker Oats Co.	33 1/2	28	32 1/2
St. Regis Paper Co.	41 1/2	20 1/2	41
Std. Brands, Inc.	39 1/2	28 1/2	38 1/2
Pfd. \$4.50	92 1/2	80 1/2	91 1/2
Sterling Drug	45	36	43 1/2
Sunshine Bk., Inc.	84	71 1/2	82
United Biscuit of America	40	27	29 1/2
Pfd. \$4.50	107 1/2	103 1/2	105
Ward Baking Co.	27 1/2	19 1/2	24

Stocks not traded:

	Bid	Asked
Corn Prod. Ref. Co., \$7 Pfd.	182 1/2	183 1/2
Gen. Baking Co., \$8 Pfd.	138 1/2	140
Gen. Foods Corp., \$3.50 Pfd.	97 1/2	98
Gen. Mills, Inc., 3 3/4% Pfd.	140	150
General Mills, Inc., 5% Pfd.	136 1/2	137
Natl. Biscuit Co., \$7 Pfd.	182	183
Pillsbury Mills, Inc., \$4 Pfd.	101	102 1/2
Quaker Oats, \$6 Pfd.	153 1/2	154
Ward Baking Co., \$5.50 Pfd.	103	106

THE AMERICAN STOCK EXCHANGE

Quotations on baking and allied stocks listed on the American Stock Exchange:

	1954-55	1954	1955
	High	Low	Close
Burby Biscuit Corp.	5	2 1/2	4 1/2
Gr. A&P Tea Co.	230	161 1/2	203
Pfd. \$5	140 1/2	132	133
Hathaway Bk., Inc., "A"	10	4 1/2	6 1/2
Horn & Hardart Corp. of N. Y.	22 1/2	18	21 1/2
Pfd. \$8	142	130	141 1/2
Wagner Baking Co.	7 1/2	4 1/2	5 1/2
Ward Baking Co.	12 1/2	7 1/2	11 1/2
Warrants	12 1/2	7 1/2	11 1/2

Stocks not traded:

	Bid	Asked
Horn & Hardart Corp. of New York, \$5 Pfd.	107	109
Omar, Inc.	20 1/2	21
Wagner Baking Co., Pfd.	106	108 1/2

goods are relatively the most optimistic toward sales prospects for the first quarter of 1955. They also hold more favorable expectations for net profits than the other groups. All the groups share the opinion that any fluctuations in selling prices are likely to be quite moderate, and the survey seems to reflect general conviction that the bulk of the downward adjustment in inventories which typified the earlier portions of 1954 has passed.



RAILROAD SUPPLIES BULK CARS — The William Kelly Milling Co., Hutchinson, is shipping flour in bulk in specially designed General American Transportation Co. hopper cars consigned to the mill by the Wabash railroad. C. C. Kelly, president of the firm, said that the first shipment went to the Lewis Brothers Baking Co., Anna, Ill. Big banners decorated the sides of the cars. The Kansas firm has received three of the cars and will soon receive two more. Lining in the cars is of "Polyclutch," a newly-manufactured glaze perfected by the Pittsburgh Plate Glass Co. Looking over the cars are William Kelly Milling Co. officials P. H. Baum, vice president and general manager, Mr. Kelly and Don Russell, sales manager.

Potomac States Bakers Ready for Annual Meeting

BALTIMORE — The 39th annual convention program of the Potomac States Bakers Assn., set for the Lord Baltimore Hotel here Jan. 30-Feb. 1, includes topics of interest to all types of bakers, it has been announced.

Emmet Gary, secretary of the association, pointed out recently that pre-registration blanks should be completed as soon as possible by those planning to attend.

Hotel reservations are to be made directly to the Lord Baltimore Hotel, Baltimore and Hanover Sts., Baltimore 1, Mr. Gary emphasized.

Pillsbury Mills 6-Month Sales, Earnings Up

MINNEAPOLIS — Pillsbury Mills, Inc., has reported sales and net earnings for the six months ended Nov. 30, 1954. Net sales were \$164,901,000, compared with \$164,686,000 for the same period in 1953.

Net earnings after taxes for the period were \$2,747,000, compared with \$2,434,000 in 1953.

After allowing for dividends on the preferred stock, the net earnings for the six months in 1954 are equal to \$2.80 a share on the common stock compared to \$2.47 a share for the same period in 1953.

Marketing Transfer

WILMINGTON, DEL. — Effective Feb. 1, the marketing of "Hystrene" fatty acids will be transferred from Atlas Powder Co. to the HumKo Co., Memphis, Tenn., it was announced by W. Clayton Lytle, general manager of Atlas' chemicals department and W. J. O'Connell, vice president of HumKo.

Atlas for the past five years has been sole sales agent for the Hystrene line, which is manufactured by HumKo's Trendex division.

Simultaneously, it was announced that George W. Collins, in charge of Hystrene sales at Atlas, has joined the HumKo staff to head up their fatty acid sales program.



D. W. Marks

C. H. Weissert

SALES POSTS — The Sutherland Paper Co. has announced a revision in its field sales staff. Daniel W. Marks has been transferred from Dallas, Texas, to the newly consolidated Cleveland-Youngstown, Ohio, territory where he will service direct accounts. His new territory will include the northeastern part of Ohio and the western border of Pennsylvania. Headquarters will be in Cleveland. Charles H. Weissert is a sales representative in Dallas, Texas. With Sutherland for 11 years, he was service manager for 2 1/2 years. His territory will include the northeastern part of Texas with headquarters in Dallas.

Virginia Bakers Council Plans Jan. 11 Meeting

RICHMOND, VA. — The mid-winter meeting of the Virginia Bakers Council will be held at the Hotel Roanoke, Roanoke, Va., Jan. 11, according to an announcement by Harold K. Wilder, executive secretary.

A 12:30 p.m. luncheon will precede a business meeting, scheduled to end at 5 p.m. Both are restricted to baker members of the association, with allied tradesmen invited to take part in the following social hour and dutch treat dinner, followed by evening entertainment.

Russell-Miller Adds To Eastern Sales Staff

NEW YORK — Vincent J. Hogan has been appointed a bakery flour sales representative in New York City for Russell-Miller Milling Co., Minneapolis, B. Frank Morris, divisional vice president, has announced.

Mr. Hogan, formerly with Remington-Rand Co. in New York, succeeds Walter M. Wingate, who was transferred to Russell-Miller's home office as assistant to Mr. Morris. Mr. Hogan, a graduate of Notre Dame, lives in Jackson Heights, N.Y.

Chicago Production Men To Hear Ray Thelen

CHICAGO — Ray Thelen, Pillsbury Mills, Inc., Minneapolis, will be the guest speaker at the January meeting of the Chicago Bakery Production Club. The meeting is scheduled for Jan. 11 at the Midland Hotel here, with dinner at 6 p.m.

Mr. Thelen will speak on "Bakery Mixes and the Baking Industry."

MERGER NEGOTIATIONS END

NEW YORK — Frank Greenwall, president of National Starch Products Inc., and Richard Moss, chairman of the board, Clinton Foods, Inc., in a joint statement have announced that negotiations for the merger of the Corn Processing division of Clinton Foods with National Starch Products have been discontinued.



George E. Swarbreck

George E. Swarbreck Transfers to Minneapolis

MINNEAPOLIS—George E. Swarbreck, foreign manager of The American Baker will be transferred next Feb. 1 from The Miller Publishing Co.'s foreign branch office in Toronto to the firm's home office in Minneapolis.

Announcing the assignment, Harvey E. Yantis, president of The Miller Publishing Co., stated:

"We believe that Mr. Swarbreck's wide knowledge of the industries served by the firm can be made more effective in serving these trades by the transfer to Minneapolis, where all the company's editorial and research facilities will be directly available to him.

"The company by no means is withdrawing its interest from the Canadian and overseas field to which it has given intimate attention for approximately half a century. On the contrary, we shall give increased attention to all those areas of the world which figure in the foreign trade of Canada and this country."

Mr. Swarbreck has spent the whole of his business life in food and agricultural journalism.

In 1937 he joined the staff of a group of London trade associations—the National Association of Corn and Agricultural Merchants, the Agricultural Seed Trade Assn. and Agricultural Machinery Dealers Assn.—and was concerned with the production of the association's trade papers and with the organization of conventions and branches in various parts of the British Isles.

Upon the outbreak of the European war in 1939 he was assigned to the trade staff of the Ministry of Food, which was then in process of organizing the supply and distribution of cereal and feedstuffs under war conditions.

In 1941 Mr. Swarbreck joined the British army and served for four years in the Far East, terminating his service career in 1947 with the rank of major.

He joined The Miller Publishing Co. as manager of the European branch office in London and, on behalf of the company, visited the main European markets. At the end of 1950 he was transferred to Toronto, Canada, to direct the company's enlarged business and editorial operation outside the U.S.

In the fall of 1952 he visited Europe on a reporting assignment to assess future trade and business possibilities.

Information on Bread Reaches 78,000 Via Fleischmann Promotion

NEW YORK—The Fleischmann division of Standard Brands, Inc. has distributed to over 8,000 Standard Brands employees and 70,000 Standard Brands stockholders the AIB booklet, "Information on bread and flour enrichment," in their pay envelopes or dividend notices.

The booklet to stockholders was accompanied by a letter from Standard Brands president Joel S. Mitchell, who explained its purpose and suggested that stockholders pass on the booklet's message on enriched bread's importance to public opinion leaders in their own communities.

"Perhaps you will see fit," he wrote, "to pass it along to your doctor or dentist. If there is a young lady of school age in your family, she might be interested in giving it to her home economics teacher. If you want additional copies, we shall be glad to send them to you."

Still another effective use of AIB educational materials was the recent article in the Standard Brands house organ, "Inside SBI," which offered a copy of the AIB booklet "Eat and Grow Slim" to any employee requesting one. Within one week after the offer, hundreds of requests had been received, Fleischmann spokesmen said in explaining that the firm believes in "practicing what it promotes."

Standards Brands' successful three-way use of these booklets—as inserts for employees and stockholders and as items of interest in its house organ—points up the possibilities of this type of promotion, the company claims. "It is obvious that if this good example were followed by all baking and allied companies, the total number of persons who would learn more about enriched bread's place in all types of diets could reach impressive proportions," it was emphasized.

—BREAD IS THE STAFF OF LIFE—

New York Bakers Party Draws Record Crowd

NEW YORK—A record attendance totaling 250 members and guests enjoyed the annual Christmas Party of the New York Bakers Club, which was held Dec. 15, 1954, in the Hotel Sheraton-Astor.

Desserts consisting of various baked products specially made for the Christmas holiday were received from bakers in and around the metropolitan area and a beautiful "display table" was set up, which showed off these products to advantage. The following companies contributed baked products: American Bakeries Corp., H. C. Bohack Co., Inc., Continental Baking Co., Cushman's Sons, Inc., Drake Bakeries, Inc., Duvernoy & Sons, Inc., Ebinger Baking Co., Gottfried Baking Co., Hanscom Baking Corp., Larsen Baking Co., Messing Bakeries, Inc., Mi-Oun Cake Co., Wagner Baking Corp., Ward Baking Corp., and the Wheatality Baking Corp.

The Entertainment Committee was composed of J. E. Mapes, chairman; W. J. Stockman, vice chairman; C. A. Bascombe, W. E. Derrick, A. G. Hessel, E. F. Holterhoff, F. F. Kleinmann, C. A. McBride, G. W. Matthews, Jr., W. H. Welker, A. A. White and R. S. Whiteside.

Many of the members and guests visited the Club Rooms on the Mezzanine Floor, Hotel Sheraton-Astor, before and after the party.



Merrill A. Grogel

NAMED TO COCHRAN FOIL POSITION—The Cochran Foil Co., Louisville, Ky., has announced the appointment of Merrill A. Grogel as product development manager of its new rigid foil food container division. This division will offer an added service to food processors through the development of special advantages of foil packaging. According to Orville K. Schmied, Cochran vice president, headquarters for the new food packaging development program will be in the recently expanded Cochran Foil Products division plant in Louisville. Mr. Grogel, formerly of Ekco Products Co., has been associated with rigid foil packaging development since its inception. He has 20 years experience in package design, engineering and sales. He is director and treasurer of the Society of Packaging and Handling Engineers and has appeared as lecturer on packaging.

—BREAD IS THE STAFF OF LIFE—

INTERSTATE BUILDS

CINCINNATI — Construction has been started on a new 12,500 sq. ft. distribution center in Cincinnati for Interstate Bakeries Corp. The new center, costing \$30,000, is scheduled for completion in about two months.



Fruehauf Bulk Trailer Shown

KANSAS CITY—Fifty representatives of the flour milling, baking and shipping industries gathered at the North Kansas City plant of Flour Mills of America, Inc., recently to witness a demonstration of the new bulk flour trailer designed by the Fruehauf Trailer Co.

In the Kansas City area the trailers are being leased to the Southwestern Freight Lines, Inc., who will make the units available for use by millers and bakers. The Fruehauf design is different from any other trailers now in use, it is said, and capacity of the

Ferments Discussed by Northwestern Group

MINNEAPOLIS — The brew ferment process its development, advantages and future possibilities were discussed by J. E. Mapes, Anheuser-Busch, Inc., who was the main speaker at the December meeting of the Northwestern Production Mens Club held at the Hasty Tasty Cafe, Minneapolis. Nearly 100 members and guests attended.

Mr. Mapes outlined three ways of making bread using the brew ferment method. He called them the single brew or limited time factor method, the American Dry Milk Institute stable ferment process and the concentrated brew method utilizing a chemical buffer.

Experimental work on the single brew (batch) method is progressing and has been found most satisfactory in his estimation, Mr. Mapes said. He said that the brew method of bread making is more suited to the retail baker because he can get more uniform results over the long run compared with the sponge and dough method and because of the many small mixes he makes. The brew method bread has excellent keeping quality, taste, texture and appearance. Its proofing time is faster than the sponge and dough method. Good results have been obtained with a wide variety of summer temperatures. No expensive new equipment is necessary either, Mr. Mapes pointed out. It has been found that a little extra mixing time is necessary, however.

At the Jan. 11 meeting three retailers and three wholesale bread bakery representatives will comprise a panel to answer any questions submitted by the membership. Ralph Gaylord, General Mills, Inc., will be panel chairman.

—BREAD IS THE STAFF OF LIFE—

ROCHESTER BAKERS ELECT

ROCHESTER, N.Y. — Karl Ebert has been elected president of the Rochester Master Bakers Assn. The association also elected the following: Vice president, John VanZandvoord; secretary, Roy A. Hock, and treasurer, Frank Schmid. The officers will be installed Jan. 19 at a dinner meeting in the Liederkrantz Club.

Getting Your Share Of Tax Relief Under New Code

The sweeping new tax code is estimated to have cut \$1,363,000,000 from business and personal taxes this fiscal year. Perhaps twice that sum will be saved in future years. These are the observations of the American Institute of Accountants.

Is your business getting ready to take its legitimate share of this tax relief? Many of the provisions are already in effect. The operating decisions you are making day by day may determine whether or not you can get the most benefit from the new provisions.

Some tax counseling may be in order. The gimmicks are many. The "ifs", and "ands", and "buts", pop up all over the place. There is considerable fine print. Though in general the new tax law is much more liberal toward business than the old one, some loopholes have been plugged and some provisions bear down a little harder.

Seven Main Areas

Seven main areas can be spotlighted. But remember, every business has its own conditions to consider. No general statement should be applied without full study and consultation with an expert.

1. Faster Depreciation

Depreciation write-off is greatly speeded. A much greater portion of cost of new (not used) equipment can be written off in the early part of the useful life of the asset. Under one new method, for example, double the amount previously allowed can be written off in the first year. Obviously this is big news to a business that wants to modernize or expand.

The deductions are no greater over the entire useful life, but they are much greater in those years when the expenditure is most felt and before returns may begin to taper off because of obsolescence.

A "switch" from one method to another might be advantageous. Be sure to note that some switches are automatically permissive and some are not, and that the kind of records you keep (or fail to keep) may defeat the benefit the law holds out to you.

If you have been leasing equipment instead of buying outright, you may want to re-appraise your practice in the light of the new laws. And perhaps you will want to look into earlier disposal of used equipment.

2. Immediate Deductions for Research and Development

Research and development costs may now be deducted in the year they are incurred. You no longer have to wait to get a patent or give up your experiment as a failure before deducting your costs.

3. More Realistic Tax Accounting

Tax accounting under the new law has been brought more nearly into line with generally accepted accounting principles. Income reporting can be more realistic. You can deduct from current receipts estimates of such future expenses as refunds and rebates, allowances for discounts, claims for damages, etc. You can

EDITOR'S NOTE: This article is based on material supplied by the American Institute of Accountants, national professional society of certified public accountants.

report advance rentals in the years in which they will be earned and in which you will have expenses such as maintenance or repairs to deduct.

The estimated expenses can be deducted if you can make a reasonably accurate estimate based on your own experience or that of others in similar circumstances. Of course only those anticipated expenses which apply to the revenue of the current period may be deducted.

Altogether there will be less difference between taxable income and net income as it is figured by accountants for ordinary business purposes.

4. You May Elect Lower Corporate Taxes

Partnerships and proprietorships now may, under certain circumstances, elect to report and be taxed as corporations. Some businesses will want to take advantage of the lower corporate rates at certain levels, remembering, however, that once elected the practice must be continued unless there is a 20% or more change in ownership. And remembering, too, that though owners may escape an immediate high personal tax bracket by electing to report as corporations, assets kept in the business may later be subject to estate tax or income tax (as dividends or capital gains). It is best to look into all aspects before you change.

5. Aid in Accumulating Earnings for Expansion

Retention of earnings for future expansion or modernization is made easier by the granting of a \$60,000 accumulation-credit (total for all years). Also, if any part of a greater accumulation is deemed not for "reasonable needs" of the business, the penalty tax is applied only to that particular part, not to the entire accumulation for the year, as formerly.

Most important of all, burden of proof is now laid upon the Internal Revenue Service, not on you. In most cases, a business with legitimate savings for bonafide purposes of expansion or modernization need no longer fear the penalty tax.

6. Some Corporate Tax Payments Accelerated

All is not sheer velvet, however, for the corporations. Those with an anticipated tax liability of \$100,000 or more must make their tax payments earlier in the year. The process is to be stepped up gradually over a five-year period. A firm which uses the calendar year (fiscal year corporations will use corresponding dates) will pay 5% of its 1955 tax in September, 1955, 5% in December, 1955, and 45% in March and again in June of 1956. Each year the September and December payments will increase and the March and June payments will decrease until there will be equal instalments of 25% in September and December of 1959 and March and June of 1960.

Corporations with less than \$100,000 of anticipated tax liability will continue to pay 50% of their tax in March and 50% in June of the year after the income is earned.

A penalty is applied for substantial underestimate of tax.

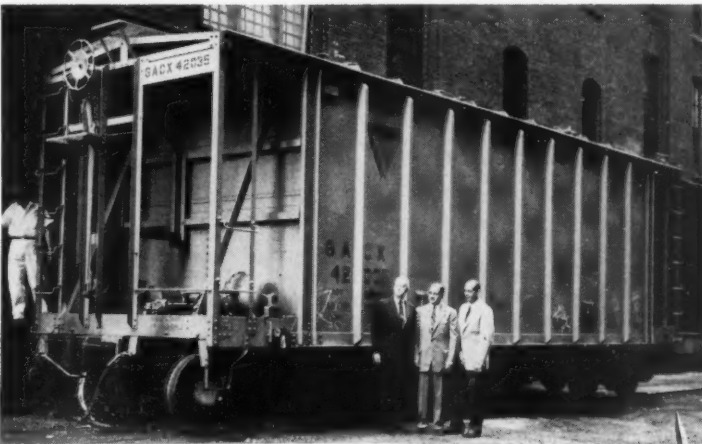
These are only the highlights. Over 3,000 technical changes have been made in this colossal overhauling of the federal tax code. Businessmen may have to lose some sleep before they understand all the provisions that are important to their particular business. But once they do, chances are they'll be happier with the new law than they were with the old.



BAKERY SANITARIANS ELECT—New officers of the National Association of Bakery Sanitarians who will serve for the coming year are (left to right): William Priestley, Hecht's Bakery, Bristol, Tenn., NABS chairman of the board; Fred Vitale, Continental Baking Co., Detroit, president, and Louis A. King, American Institute of Baking, Chicago, president-elect.



FSU BIRTHDAY CAKE—Dr. Doak S. Campbell, president, Florida State University, proudly holds a piece of his big birthday cake. Willis Bellar, senior student in Baking Science and Management, baked and decorated the cake for the annual birthday party tendered the president by the senior class. Willis, standing at the president's right in the above photograph, has won recognition for decorating that makes his cakes in great demand for special functions on the campus, according to Dr. L. A. Rumsey, head of the baking department.



BULK FLOUR SHIPMENT—The first bulk car of flour reported delivered to the New England area was shipped recently from the Buffalo plant of General Mills, Inc., to Stop-and-Shop, Inc., Cambridge, Mass. Standing in front of the airslide car above are, left to right, Carlton Olson, General Mills Boston district manager; Norman S. Rabb, vice president of Stop-and-Shop, and George W. Harding, bakery superintendent.

Formulas for Profit

Delightful Walnut Varieties



Walnut Fudge Cake

Everyone likes walnuts in baked products. They have excellent taste and flavor. Bakers will find supplies ample and prices lower than they have been in years. Because of the expected shortage in pecans this year, bakers will find it economical and practical to substitute walnuts for pecans in most formulas with no loss in quality.

SOUTHERN WALNUT PIES

Place in a machine and beat on second speed for about 2 min.:

- 1 No. 10 can of corn syrup (light)
- 8 oz. granulated sugar
- 8 oz. flour
- 3 lb. whole eggs
- $\frac{1}{2}$ oz. salt
- $\frac{1}{4}$ oz. cinnamon

Then slow the machine down to third speed for about one minute. Fill lined pie tins and sprinkle top of pies with chopped walnut pieces before baking.

WALNUT HONEY COOKIES

- Cream together:**
- 4 lb. granulated sugar
 - 2 lb. 8 oz. shortening
 - $\frac{1}{4}$ oz. soda
 - $\frac{1}{2}$ oz. ammonia
 - $\frac{1}{2}$ oz. nutmeg

Add:

- 1 pt. honey
- Stir in:**
- 1 lb. whole eggs

Then add:

- 8 oz. liquid milk
- Mix together and incorporate:**
- 2 lb. macaroon coconut
 - 4 lb. 8 oz. cake flour
 - 1 lb. fine chopped walnuts

These cookies should be cut out with a 2½ or 3 in. cutter. Place on lightly greased pans. Wash with an egg wash and bake at 340° F.

WALNUT MUFFINS

- Cream together:**
- 1 lb. granulated sugar
 - 6 oz. shortening
 - $\frac{1}{4}$ oz. soda
 - $\frac{1}{4}$ oz. salt
- Add gradually:**
- 8 oz. whole eggs

Stir in:

- 1 pt. light molasses

Add:

- 2 lb. milk
- Sieve together and add:**
- 2 lb. 4 oz. bread flour
 - 1½ oz. baking powder
- Then add:**
- 12 oz. bran
 - 1 lb. chopped walnuts

Deposit into greased muffin or cup cake pans. Bake at about 375° F.

WALNUT QUICK BREAD

- Mix together:**
- 12 oz. granulated sugar
 - 12 oz. shortening
 - $\frac{1}{4}$ oz. salt
 - $\frac{1}{4}$ oz. soda

Stir in:

- 1 pt. honey

Then add:

- 4 lb. milk

Mix in:

- 1 lb. 4 oz. chopped walnuts
- 1 lb. 4 oz. chopped dates

Sift together and mix in:

- 4 lb. 8 oz. flour
- $\frac{1}{2}$ oz. cream of tartar

Deposit into greased loaf cake pans and bake at about 360° F.

WALNUT BUTTERSCOTCH COOKIES (BAG)

- Cream together:**
- 2 lb. 8 oz. brown sugar
 - 6 oz. shortening
 - 4 oz. butter
 - $\frac{1}{2}$ oz. salt

Add slowly:

- 1 lb. whole eggs

Sieve together and mix in until smooth:

- 1 lb. 12 oz. bread flour
- $\frac{1}{2}$ oz. baking powder

Then add:

- 12 oz. ground or chopped walnuts

Run out with a bag and plain tube on slightly greased pans about the size of a silver dollar. Allow the cookies to dry for a few minutes and then flatten the tops. Wash with an egg wash and place a walnut on top of each cookie. Bake at about 360° F.

WALNUT COOKIES (HAND CUT)

- Cream together:**
- 2 lb. granulated sugar
 - 1 lb. 4 oz. shortening
 - $\frac{1}{4}$ oz. salt
 - $\frac{1}{2}$ oz. mace
- Add gradually:**
- 8 oz. whole eggs

Stir in:

- 4 oz. milk
- Vanilla to suit

Sieve together, add and mix in:

- 2 lb. 12 oz. flour
- 1½ oz. baking powder

Roll out to about 3/16 in. in thickness and cut out with an oblong cutter. Wash with an egg wash and dip in ground or chopped walnuts. Place on lightly greased pans and bake at about 380° F.

WALNUT KISSES (BAG)

Beat light:

- 3 lb. powdered sugar
- 1 pt. egg whites
- A pinch of cream of tartar
- A pinch of salt

Then fold in carefully:

- 12 oz. fine chopped walnuts
- A little maple flavor

Run out with a large star tube on greased and dusted pans. Bake in a cool oven (250 to 275° F.).

WALNUT DATE BREAD

- Cream together:**
- 1 lb. granulated sugar
 - 4 oz. shortening
 - 2 oz. salt
 - 2 oz. soda

Stir in:

- 1 pt. honey
- 1 pt. molasses

Add:

- 4 lb. milk

Add and mix well:

- 1 lb. corn meal
- 1 lb. whole wheat flour
- 8 oz. rye flour
- 3 lb. bread flour
- 1 oz. baking powder

Then add and mix in:

- 2 lb. chopped dates
- 2 lb. chopped walnuts

This bread is baked in Boston Brown bread tins and steamer. Scale 17 oz. per tin. The tins and covers should be greased. The steamer should be filled with water up to the top of the inside bottom plate. Bake for two hours at about 380° F.

WALNUT TARTS

Short paste (for lining the tart tins)

Rub together:

- 1 lb. 8 oz. sugar
- 8 oz. butter
- 8 oz. shortening

Add gradually:

- 8 oz. whole eggs

Stir in:

- 1 lb. milk
- Vanilla to suit

Sift together, add and mix in until smooth:

- 4 lb. 12 oz. cake flour
- 1¼ oz. baking powder

Tart Filling

Mix together:

- 2 lb. medium brown sugar
- 1¼ lb. corn syrup
- 2 lb. honey
- $\frac{1}{4}$ oz. salt
- $\frac{1}{2}$ oz. cinnamon

Stir in:

- 5 oz. melted butter

Add gradually:

- 1 lb. 12 oz. whole eggs

Then stir in:

- 1 lb. 8 oz. chopped walnuts
- 8 oz. macaroon coconut

Fill into lined tart tins and bake at about 350 to 360° F.

WALNUT ICEBOX COOKIES

Cream together:

- 1 lb. brown sugar
- 1 lb. shortening
- 1 lb. butter
- $\frac{1}{4}$ oz. salt
- Vanilla to suit

Add:

- 6 oz. whole eggs

Mix in:

- 3 lb. pastry flour

Then mix in:

- 1 lb. 8 oz. chopped walnuts

Roll the dough up in pieces about 14 in. long and about as big around as a silver dollar. Roll in waxed paper and place in a refrigerator overnight or until cold. Cut into pieces about 3/16 in. in thickness, using a sharp knife. Place on lightly greased pans and bake about 375° F.

WALNUT POUND CAKE

Cream together for 5 min. on low or medium speed:

- 2 lb. 4 oz. powdered sugar
- 1 oz. salt
- 4 oz. invert syrup
- 12 oz. cake flour
- 1 lb. 8 oz. shortening

Add gradually and cream for five more minutes:

- 1 lb. 8 oz. egg whites

Stir in:

- 1 lb. liquid milk
- Vanilla to suit

Sieve, add and mix in for 5 min.:

- 2 lb. 4 oz. cake flour

Then stir in for 1 min. on low speed:

- 2 lb. chopped walnuts

Deposit into pound cake pans and bake at about 340 to 350° F.

Note: Scrape down the bowl and creaming arm several times during the mixing period.

WALNUT HONEY CAKES

Cream together:

- 1 lb. 12 oz. granulated sugar
- 1 lb. 2 oz. shortening
- 1½ oz. salt
- 12 oz. honey

Stir in gradually:

- 12 oz. egg whites

Mix together and add alternately with the flour:

- 2 lb. 4 oz. milk
- 6 oz. granulated sugar
- Vanilla to suit

Sift together and mix until smooth:

- 2 lb. 8 oz. cake flour
- 2 oz. baking powder

Stir in:

- 1 lb. 4 oz. chopped walnuts

Bake at about 360° F. After the layers are baked and cool, ice them with the following icing:

Walnut Cream Icing

Mix together:

- 1 lb. 8 oz. shortening
- 1 lb. butter
- 1½ oz. salt
- 12 oz. milk solids (non fat)

Add gradually:

- 2 lb. water

Then add and beat until light:

- 10 lb. powdered sugar
- Vanilla to suit

Then stir in:

- 1 lb. 8 oz. fine ground walnuts

WALNUT HONEY COOKIES

Cream together:

- 4 lb. granulated sugar
- 2 lb. 8 oz. shortening
- ¾ oz. soda
- ½ oz. ammonia
- ½ oz. nutmeg

Add:

- 1 pt. honey

Stir in:

- 1 lb. whole eggs

Then add:

- 8 oz. liquid milk

Mix together and incorporate:

- 2 lb. macaroon coconut
- 4 lb. 8 oz. cake flour
- 1 lb. fine chopped walnuts

These cookies should be cut out with a 2½ or 3 in. cutter. Place on lightly greased pans. Wash with an egg wash and bake at 340° F.

WALNUT UPSIDE DOWN CAKES

Cream together:

- 3 lb. sugar
- 1 lb. 8 oz. shortening

1 oz. salt

Vanilla to suit

Add gradually:

- 1 lb. 8 oz. egg yolks

Stir in:

- 2 lb. milk

Sift together and mix in until smooth:

- 3 lb. good cake flour

- 1½ oz. baking powder

Deposit in prepared pans, liberally sprinkled with chopped walnuts.

Prepared Glaze for Pans

Cream together:

- 2 lb. 8 oz. shortening
- 5 lb. granulated sugar
- 1 lb. 8 oz. brown sugar
- 8 oz. flour
- 3 oz. salt

Add gradually:

- 1 pt. honey
- 1 pt. water
- Maple flavor if desired

Bake the cakes at about 360° F. Remove from the pans immediately after they come out of the oven.

Note: Grease the pans well before brushing in the prepared glaze.

WALNUT CARAMEL ANGEL FOOD

Beat together on medium speed:

- 4 lb. egg whites
- 1 oz. salt
- ¾ oz. cream of tartar

Add gradually:

- 2 lb. light brown sugar

When the mixture holds a crease, add:

- Vanilla flavor to suit

Sift together thoroughly and fold in carefully:

- 1 lb. 10 oz. good cake flour
- 2 lb. granulated sugar

Then add and fold in carefully:

- 10 oz. chopped walnuts

Deposit into pans of desired size and bake at about 340 to 350° F. After baking and when cooled, cover the cakes with the following icing:

Butterscotch Icing

Boil to 240° F.:

- 1 lb. 8 oz. brown sugar
- 8 oz. butter
- 8 oz. water

Cream on a machine for 3 min.:

- 5 lb. powdered sugar
- 2 lb. shortening

Add the boiled mixture gradually to the creamed mass.

Then add and mix until smooth:

- 12 oz. milk

If the color is too light, add a little burnt sugar or caramel color. Ice the cakes and sprinkle chopped walnuts on top. This icing may be



A. J. Vander Voort

thinned down by the addition of a little milk.

WALNUT RAISIN PIE FILLING

Bring to a boil:

- 10 lb. seedless raisins
- 4 lb. 8 oz. granulated sugar
- 2 lb. corn syrup
- 16 lb. water
- ½ oz. cinnamon (variable)
- 1 oz. salt
- 2 lemons ground fine

Allow the mixture to cook slowly for about 10 min. Then mix together and add slowly to the boiling mass, stirring constantly:

- 5 oz. cornstarch
- 1 pt. water

Allow the mixture to cook slowly for 5 min. Allow to cool and then stir in:

- 1 lb. 8 oz. fine ground walnuts

Cool thoroughly before filling pies.

WALNUT FUDGE CAKE

Cream together:

- 2 lb. 8 oz. granulated sugar
- 12 oz. butter
- 1 lb. 4 oz. shortening

Add gradually:

- 14 oz. yolks

Sift together:

- 2 lb. 12 oz. cake flour
- 1 oz. salt
- ½ oz. soda
- ¾ oz. baking powder

Add this alternately to the creamed mass with:

- 2 lb. buttermilk

Mix until smooth, and then add:

- 1 lb. 8 oz. chopped walnuts

Mix in:

- 1 lb. 4 oz. melted bitter chocolate

Then beat together until medium light:

- 1 lb. granulated sugar
- 1 lb. 12 oz. egg whites

Fold the beaten mass carefully into the dough. Deposit on layer or sheet pans. Bake at about 375° F.

When baked and cool, ice with the

A. J. Vander Voort

... technical editor, author of this monthly formula feature and conductor of the Bake Shop Trouble Shooter (see page 52) and the Do You Know feature (see page 28), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

following icing and sprinkle the tops with chopped walnuts:

Chocolate Icing

Mix together:

- 5 lb. powdered sugar
- 4 oz. corn syrup
- ½ oz. salt
- Vanilla to suit

Add:

- 1 pt. lukewarm water

Mix in:

- 12 oz. melted bitter chocolate

Stir in:

- 4 oz. melted butter

Then add and stir in well:

- 8 oz. hydrogenated shortening

WALNUT SPONGE CAKES

Beat together until light:

- 3 lb. whole eggs
- 2 lb. powdered sugar
- ½ oz. salt

Add:

- Vanilla to suit

Then fold in carefully:

- 1 lb. 4 oz. cake flour
- 1 lb. 8 oz. fine ground walnuts

Bake in layer cake pans at about 380° F. After the cakes are baked and cool, fill and ice them with boiled icing. Pour a little chocolate icing on top of the iced cakes and then sprinkle chopped walnuts on top.

Boiled Icing

Boil to 240 to 242° F.:

- 5 lb. granulated sugar
- 1 lb. invert syrup or honey
- ¾ qt. water

When the desired temperature has been reached, pour this gradually into the following beaten mass and continue beating:

- 1 qt. whites
- ½ oz. salt
- 1 lb. granulated sugar

Then add:

- ½ oz. gelatine, dissolved in a little water

Continue beating until nearly cool and then add a little vanilla extract and mix in 1 lb. powdered sugar.

Chocolate Icing

Mix together:

- 2 lb. 8 oz. powdered sugar
- 2 oz. corn syrup
- 1/16 oz. salt
- Vanilla to suit

Add:

- ½ pt. lukewarm water

Mix in:

- 6 oz. melted bitter chocolate

Stir in:

- 2 oz. melted butter

Keep this icing in a warm water bath so that it will pour readily.

WALNUT FINGERS

Cream together:

- 2 lb. 4 oz. granulated sugar
- 1 lb. shortening
- 8 oz. butter
- 1 oz. soda
- 1½ oz. salt

Add gradually:

- 8 oz. whole eggs

Mix together and add:

- 1 lb. molasses
- 14 oz. water

(Continued on page 49)

Do's, Don'ts of Using Walnuts in Baked Goods**Do . . .**

- Purchase walnuts on a quality basis. The difference in cost between high grade walnuts and inferior grades is of minor importance considering the effect they have on the products in which they are used.
- Check each shipment of walnuts to see that they are of high quality.
- Store them in a cool place.
- Provide a display of walnuts packaged in ¼, ½ and 1 lb. transparent bags, along with your baked goods. You may create a profitable sideline.

Do Not . . .

- Overbuy. Purchase only for your immediate needs so that the walnuts will always be fresh.
- Chop walnuts too fine. They should be readily identified either in the product or on top.
- Concentrate your sales efforts on too many varieties of baked goods with walnuts at one time. Limit your special emphasis to a few items at one time.
- Use off-flavor walnuts as they spoil flavor and eating quality of baked products.

CORRECTION

Attention is called to the omission of flour in the formula for peppernuts (No. 1) which appeared on page 19 of the November issue of The American Baker. The formula should include 4 lb. 8 oz. bread flour and 3 lb. 4 oz. cake flour.

BAKING HELPS

from The American Baker's
Reader Service Department

Baking Publications:

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In two volumes of over 800 pages. Five sections devoted to 1—Scientific facts on basic physical chemistry of baking; 2—detailed information on flours, sugars, syrups, shortenings, milk products, egg products, water and salt; 3—discussion of the modern principles of dough mixing, fermentation, make-up, baking, rye bread production, bread-staling and testing methods; 4—cake baking with details on ingredients, flavor, techniques and miscellaneous bakery products; 5—bakery equipment of all kinds. A good source of reference for the bakery production man, baking chemist, cereal chemist. Well recommended by authorities in the field.\$15.00

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Bakers hoping to gain publicity and increased trade by entering cake exhibitions will benefit by this work which tells how to produce the baked goods judges are looking for.\$7.00

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Step-by-step details in producing pies of the very highest quality are included in this 328-page book. Formulas for 82 different pies are included, with several variations of some.\$5.00

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THE REASON WHY

By Albert R. Daniel

Practical answers to everyday bakeshop questions. Third edition of this popular reference book for students. Revised in light of useful research work done.\$1.00

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A second revised edition of this companion volume to "The Reason Why." To those just entering the Bakery Trade, it is essential they should know why this or that is done, or happens, or is not done, or does not happen. This book, with "The Reason Why," provides an excellent source of valuable and useful information.\$1.00

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A new publication written especially for the route salesman and managers interested in this method of distribution.\$3.50

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A valuable textbook for bread sales supervisors, managers and owners. Sections on interviewing prospective salesmen, record keeping, advertising.Initial copies \$20.00; additional copies \$4.41

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Originally developed by John M. Hartley, and in use by bakers for thirty years. Consists of a sufficient number of sheets to take care of a full year's operations, with a binder of capacity to hold that number of sheets. It is a simplified system of bookkeeping for the retail baker, providing practically all the records he needs for efficient operation, and the required information for income tax purposes. It is modernized to meet present necessities, somewhat changed in format from earlier editions, and in loose-leaf form.\$12.00

Service Publications of The American Baker:

THE BAKESHOP TROUBLE SHOOTER

By A. J. Vander Voort

One of the classic publications for the baker, prepared by an expert in his field, now in its third printing. An invaluable aid in solving production problems almost as rapidly as they occur.\$1.00

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Ringing the Baker's Doorbell

The Busy Bee Bakery at Carlinville, Ill., was one of several business establishments that was destroyed by fire with a total loss of \$175,000. The fire is believed to have resulted from faulty electric wiring.

The Koob Bakery, 2823 Marcus Ave., St. Louis, was robbed of \$2,000 recently. Emil Koob, secretary and treasurer of the firm said that intruders knocked off the combination of the safe and opened it.

The Do-Nut Dinette at Potosi, Mo., joined a large number of other merchants in that city recently in staging free shows for the kiddies of that city for two days while the older folks shopped.

The Shepherd Park Bakery, Inc., has been incorporated to do business at Wilmington, Del.

Newly incorporated is Shreeves Bakery, Inc., Norfolk, Va. Addison W. Shreeves is president of the company.

Incorporation papers have been filed for the Embassy Baking Co. of 415 60th St., West New York.

Incorporation proceedings have been filed for the following firms: Jay Dee Baker Shop, Inc., 300 Hayward Ave., Mt. Vernon, N.Y.; Nowa Fortuna, Inc., pastry shop, at 235 W. 76th St., New York; and Suffolk Bakery, Inc., 186 Hooper St., Brooklyn, N.Y.

The bakery at 19 Sheridan Ave., Hohokus, N.J., has been sold to Henry Knieps.

A business name has been filed for the Holiday Bake Shop, 576 Hertel Ave., Buffalo, N.Y., by Frank Lojek.

The Adolf Schroeder Bakery, 208 High St., Buffalo, N.Y., has been opened by Adolf H. Schroeder.

John and Berry Kaltenbach, operators of a bakery at 706 Cedar Ave., Scranton, Pa., have been granted a building permit to make alterations to their building.

Incorporation papers have been filed for Lesniak's Bakery, 84 Grote St., Buffalo, N.Y., by Stanley W. Lesniak.

Maria's Pizza Baking Co., 91 Rhode Island St., Buffalo, N.Y., has been incorporated by Thomas and Rose DiChristina.

A business name has been filed for the Community Bake Shoppe, 173 Military Road, Buffalo, N.Y., by Anna Fisher.

Mary Ella Pastries has been opened at 31st and French streets,

Erie, Pa., by William P. Sontheimer and Milton E. Sontheimer, his son.

A business name has been filed for the Lendel Bakery, 3086 Bailey Ave., Buffalo, N.Y., by Leonard Rybczynski.

Mr. and Mrs. B. L. Baer, owners

of a bakery at Prescott Ave. and Olive St., Rochester, N.Y., were given orders to discontinue operation of the establishment on the ground that they are violating the zoning law.

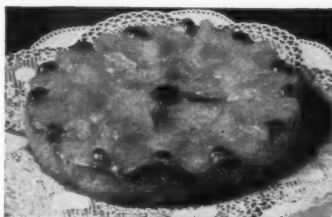
Peter M. Kunst has opened his fourth bakery at 986 Greentree Road, Greentree, in suburban Pittsburgh.

On opening day a dozen of assorted cookies were given to every purchaser of \$1 or more of baked goods. Every hour a \$5 decorated cake was awarded.

The Raminger Bakery has opened a new bake shop at 1804 Western Ave., Manitowoc, Wis.

Mead's Bakery, Inc., 621 C St., Lawton, Okla., has added new equipment.

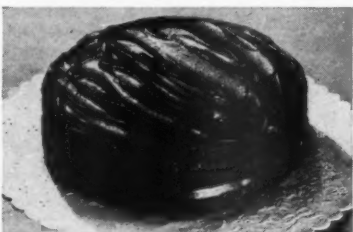
A new, modern bakery has been



O.B. Stabilizer—A convenient thickener for stabilizer and Meringue Toppings, Icings, Glazes, Butter Creams, etc.



Pie Dough Culture — Makes drier doughs with improved machining qualities. Produces rich flaky crusts with improved color. Reduces soakage tendency in crusts.



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Demonstration of the value of Brolite ingredients right in your own formulas is available by Brolite bakery technicians — in your shop at your convenience. Many of America's best selling baked goods are made with Brolite ingredients.

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with **BROLITE**
valuable ingredients
for bakers since 1928



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For the Sweetest Valentine in Town...

Sweetheart Cake



Order Yours Now!

and Sweetest Profits on Valentine's Day

Sell Sweetheart Cake

(CUT OUT AND USE
AS DISPLAY PIECE)

● Valentine's Day, February 14, gives you a chance to tie in on one of the best bakery sales days of the year. Many bakers have discovered this already. Almost everybody buys Valentines, so be sure to tell them their Valentines should be your feather-light Sweetheart Cakes... the sweetest Valentines in town.

To help you sell that idea, General Mills offers you a Sweetheart Cake promotion sampler kit—complete with suggestions and materials for a successful sale of cakes. If you make your plans now, you'll find you can sell more cakes than ever before.



Look at ALL
the Selling
Help!

Betty Crocker® helps sell Sweetheart Cake for you during her three shows on Wednesday, February 9. Over 300 ABC network radio stations will carry these broadcasts.



Heart-shaped, heart-decorated cake doilies, printed with vegetable ink.



Special die-cut heart window streamers to help you pull in the customers.



Cellophane cake bands, attractively decorated with hearts, doves, and the phrase "To My Valentine."

PLUS ALL THESE



Metal heart-shaped pans and paper liners and heart-shaped cake decorating boards which you can order at manufacturer's cost from your General Mills' salesman.

● A merchandising booklet containing excellent ideas for boosting your Sweetheart Cake profits with displays, advertising, sampling and sales contests — plus formulas for Sweetheart Cake, filling, and icing; a hard-selling newspaper advertisement for economical small-space advertising. For your sample Sweetheart Cake promotion kit, just mail the coupon below. But do it today, for they'll go fast.

General Mills, Inc.
Bakery Sales Service - Minneapolis 1, Minnesota

● Please send me, at no cost, a sample Sweetheart Cake Promotion kit.

NAME _____

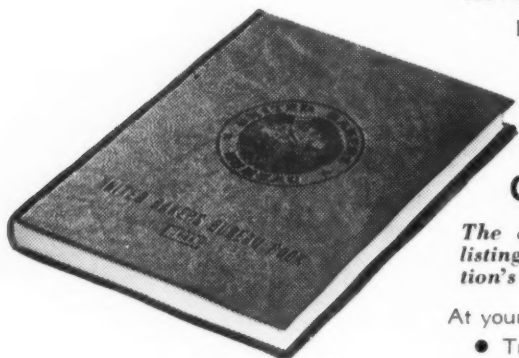
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UNITED BUILDING LOUISVILLE 2, KENTUCKY

included in the new suburban department store which Gimbel Bros., Milwaukee, recently opened in Southgate, new shopping center on Milwaukee's far southside.

William Morris has opened a new retail bakery at 815 West Northern St., in Pueblo, Colo. Mr. Morris formerly worked in a number of Pueblo bakeries.

The J & L Bakery is a new retail business recently established at 1039 East Evans St., Pueblo, Colo. Owners and operators are Juantis and Leland Selders.

The City Bakery, St. Augustine, Fla., has installed an ice making machine which will supplement its refrigeration equipment.

A spark from an electrical short set the air duct afire at the Southern Bakeries plant at Franklin and Orange streets, Daytona Beach, Fla. Little damage was done.

H. E. Hinson, who for 15 years was engaged in the baking business in Plant City, Fla., before leaving to enter the same field in Louisiana, has returned to Plant City and opened the Tasty Pie Co. at 1045 West Reynolds St.

Jack Mims, owner and operator of Mims Bakeries in Jacksonville, Fla., has completed remodeling the San Marco Blvd. shop.

Paul Roberts, who operates Roberts' Fine Foods restaurant at S. W. Park Ave. and Yamhill St., Portland, Ore., and the Rod 'n Reel Lounge and Dining Room next door,

has opened a retail bakery adjoining the Rod 'n Reel on Park Ave. Operators are Morris McPheeters and Albert Gallucci.

Joy Ann Bakery, Kokomo, Ind., has moved to a new location and building at 201 West Superior St. During the two-day open house 500 angel food cakes were given away free.

The Wilson Bakery, Salina, Kansas, has been reopened. The bakery was closed because of the illness of its owner, A. D. Wilson.

A \$25 savings bond and a number of cakes were among the prizes awarded during the grand opening of Don's Bakery, Jamestown, N.D.

Some damage was caused to the furnace room when a water heater of Lakeland Bakeries, St. Cloud, Minn., blew up.

Additional property has been purchased by the Pan-O-Gold Baking Co., Pipestone, Minn., and plans are

Quality Millers Since 1879
BUFFALO FLOUR
THE WILLIS NORTON
COMPANY
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"SLOGAN SPECIAL"
The Quality Baker's Flour
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HAVE YOU RECEIVED YOUR FREE COPY?

"Better Brown Breads with TRICOL®" ...

Contains 53 formulas for dark breads and other baked specialties—

Tells how to develop and control flavor, crumb color, taste, fermentation and texture.

TRICOL adds sweetness, flavor, aroma . . . strengthens structure of the bread slice . . . reduces crumbling . . . keeps loaves fresh longer.

TRICOL is a product of the sugar cane . . . quite different from molasses . . . used by bakers in Europe and the U.S. for over 35 years.

Order your supplies from our nearest office or through your Jobber — and ask for your copy of "Better Brown Breads with TRICOL®" ...

AMERICAN MOLASSES COMPANY

120 Wall Street New York 5, N. Y. 751 Terminal St. Los Angeles 21, Cal. 330 E. North Water St. Chicago 11, Ill.
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packed in 5-, 15-,
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Pillsbury Mills, Inc., Minneapolis, Minn.

*Suppliers of a Complete Line of Bakery Flours
and Mixes to the Baking Industry*

to build a two-story garage and office building adjacent to the present plant. Construction will be completed by fall of 1955, according to H. R. Alton, head of the company.

A branch of the Tasty Food Bakery, Anoka, Minn., has been opened in that city's new shopping center on the west side.

The Fargo (N.D.) Bakery Co. recently observed its 35th anniversary and at a dinner honored Frances Knutson, secretary-treasurer, who has been with the firm for 35 years.

Also honored was Wilfred Fugere, plant superintendent, who has 25 years of service. Harry E. Howland is president of the company.

The Meier Bakery, operated by Jack Meier, has been moved to a new location in the Oechslein building in Darlington, Wis.

Vincent Nordholm has installed bakery equipment in his firm, the Nordholm Food Market, in Gowrie, Iowa.

The Lowenberg Bakery, Ottumwa,

Iowa, has added 19 new "walk-in" trucks to its fleet, according to Arthur W. Lowenberg, president of the firm.

Jo's Bakery, Jackson, Minn., has been sold to Harris Julian.

The City Bakery, Enderlin, N.D., is being remodeled.

Angie's Bake Shop, Lake Park, Iowa, has been opened for business.

The new Elmore (Minn.) Bakery building is nearing completion.

Food Research Group Urges Survey on Food Waste, Nutrition

WASHINGTON—A survey of food losses and waste at all stages of food distribution and utilization was urged by the Food and Nutrition Research Advisory Committee at its meeting here recently. The committee noted that national per capita "retail level" procurement of food generally is supposed to be at some 3,200 calories daily, but that the amount actually eaten may be only 2,400 or 2,500 calories. Where the 700 to 800 missing calories go between the supplying establishment and the consumer—in spoilage, loss in preparation and cooking, and left on plates—is what the committee believes needs determining, particularly in household, institution and restaurant kitchens.

The committee urged that increased financial support be given human nutrition research, because of its importance for the wellbeing of people. Among other high priority specific recommendations following the waste survey were:

(1) Expansion of research to determine the availability of important food nutrients, such as vitamin A and the amino acids, from various food sources as prepared for human consumption.

(2) Initiation of research on the role of fat in human nutrition; determination of the relationship of the amount and kinds of fat to metabolism of other nutrients.

(3) Initiation of study of diet and aging in vigorous healthy adults. The committee noted that the increasing number of older age men and women in the population makes necessary a better understanding of nutrition and the aging process. Close cooperation with medical groups was recommended.

(4) Initiation of a coordinated study of food supplies and their consumption in one community to provide (a) data on home food consumption, including menus, from a representative sample of families; (b) quantitative records of food consumed by individual family members, at home and away from home; (c) information on how food is used in the home, together with records of food waste. The committee recommended obtaining of similar records from selected institutions and restaurants.

(5) Expansion of consumer education to help keep the consumer, especially in low-income groups, nutritionally well informed.

(6) Expansion of studies on insecticide, fungicide, and herbicide residues, because of their direct bearing on human health as well as on food production.

—BREAD IS THE STAFF OF LIFE—

OHIO FIRM EXPANDS

COLUMBUS, OHIO — Mary Kay Biscuit Co., Columbus, Ohio, has absorbed the sales force and all distribution of the Carr-Consolidated Biscuit Co. in Columbus and vicinity.

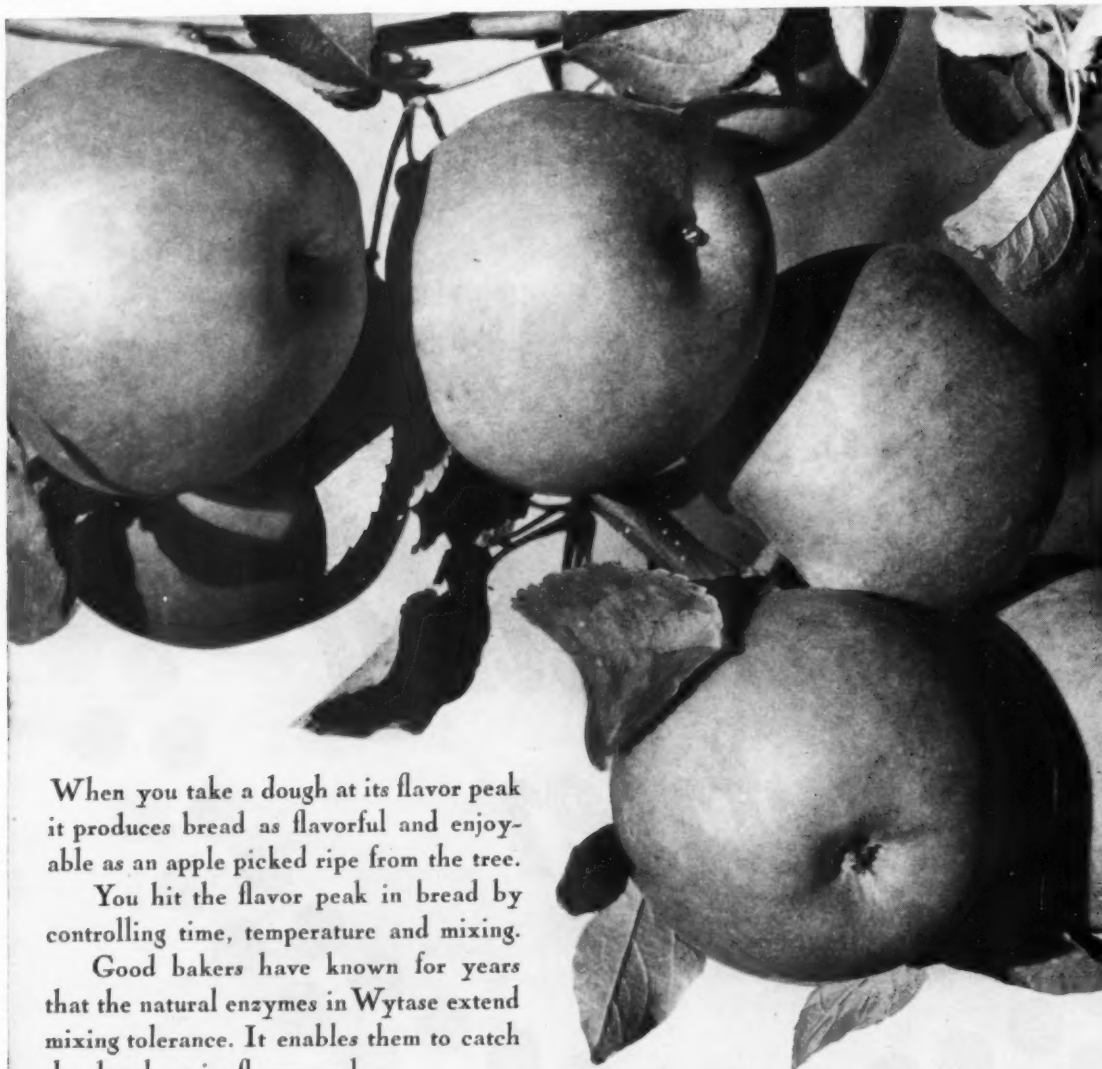
RUNCIMAN MILLING CO.

SUCCESSORS TO JONATHAN HALE & SONS, Inc.
MANUFACTURERS OF FINEST
MICHIGAN SOFT WHEAT FLOURS
Plain and Self-Rising
IONIA, MICH. PHONE 65
Since 1856

Fort Morgan Mills

Family and Bakery Flour

Milled only from the very choicest
Colorado highland wheats
FORT MORGAN — COLORADO



When you take a dough at its flavor peak it produces bread as flavorful and enjoyable as an apple picked ripe from the tree.

You hit the flavor peak in bread by controlling time, temperature and mixing.

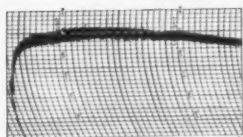
Good bakers have known for years that the natural enzymes in Wytase extend mixing tolerance. It enables them to catch the dough at its flavor peak.

FLAVORFUL WHITE BREAD

made with

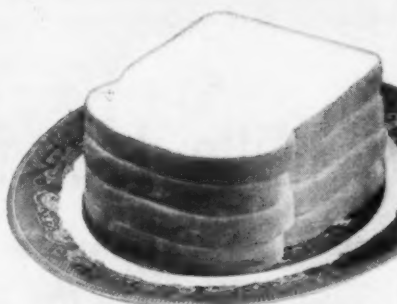
Wytase
REG. U.S. PAT. OFF. DOUGH WHITENER

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.



WYTASE EXTENDS MIXING TOLERANCE

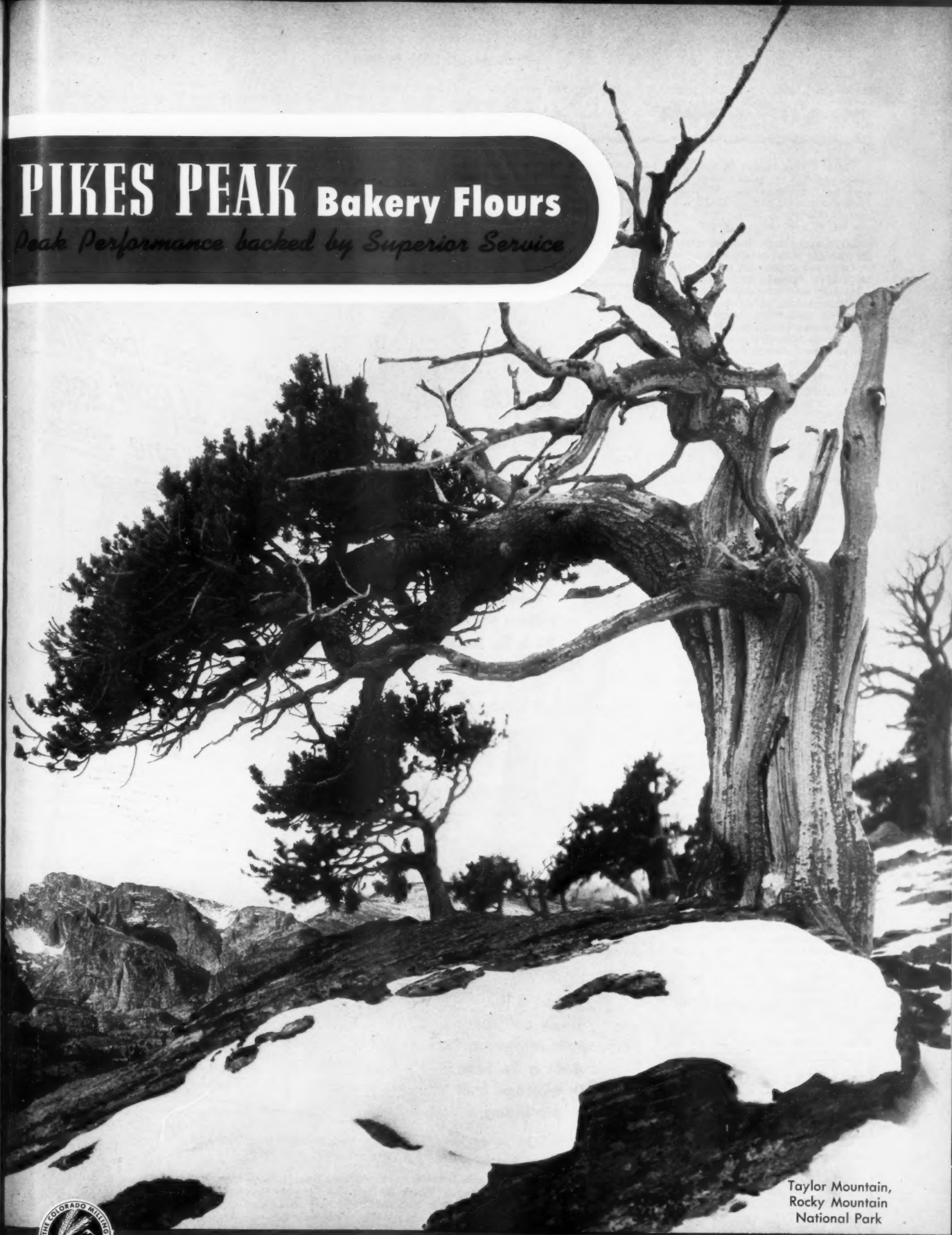
Farinograph charts in full size showing Wytase mixing tolerance sent on request.



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PIKES PEAK Bakery Flours

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DO YOU KNOW



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 32 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. The corn starch wash sometimes used on rye bread and buns, in order to produce a nice glossy appearance, is made by bringing to a boil, 1 lb. 12 oz. corn starch and 1 gal. of water.

2. The addition of about 3 or 4% dark rye flour, based on the weight of the whole wheat flour, in the dough will help to decrease the tendency for whole wheat bread to be crumbly.

3. The ash content in a flour is a definite indication of its quality.

4. Custard angel foods are made by adding 12 to 16 oz. of custard cream, per quart of egg whites, just before the flour is added and mixed in.

5. Corn syrup is used in some fruit pie fillings so that it will have a high gloss.

6. The use of some cake flour in the dough stage will decrease the toughness of the crust on twist bread.

7. When the color of the crumb in so-called chocolate angel food is too light, even though a dark cocoa is used, it can be darkened by adding a small amount of caramel color.

8. A substance called carotin gives flour a yellowish or creamy color.

9. Waxed paper for wrapping bread by machines should be stored in a temperature of 65 to 75° F.

10. In making pretzels, about 12 oz. of lye are used with each 15 gal. of water in making the lye bath.

11. Some coconut macaroon mixes are heated to about 110-120° F., before the macaroons are deposited on pans or papers.

12. When making cakes by the "single stage" mixing method, a little more leavening should be used than when mixed by the 2, 3, or 4-stage method.

13. Linseed oil may be used for burning in new pans or pans that have been cleaned without causing any difficulty.

14. The molding of fruit cakes may be retarded by placing them under ultra-violet lamps for a short period of time.

15. Dextrose (corn sugar) is directly fermentable by yeast. Therefore in making bread doughs using dextrose instead of sucrose (cane or beet sugar) makes it necessary to shorten the fermentation time of the doughs.

16. In a cookie or cake formula, the amount of salt to use is figured on the weight of the flour.

17. Lard has greater energy or food value than butter.

18. The bottoms of cup cakes baked in paper cups may draw up due to

having a low bottom heat in the oven.

19. Brown sugar being known as a

soft sugar, will produce greater spread in cookies than granulated sugar.

20. Cake "stocks" were formerly used to quite an extent by large bakers in order to decrease the material cost of their cakes.

—BREAD IS THE STAFF OF LIFE—

PROCTER & GAMBLE EVENT

MINNEAPOLIS—The bakers' service department of the Procter & Gamble Co., represented by Mike Palmer and Lloyd Miller, conducted a demonstration for 200 persons in the restaurant and hotel trades in Minneapolis at the Dunwoody Baking School,

Dunwoody Industrial Institute, Minneapolis, recently. The demonstration consisted of frying foods and making a variety of cakes. L. C. Bolvig of the sales department of Procter & Gamble showed slides and illustrated ideas on how these various products should be served.

—BREAD IS THE STAFF OF LIFE—
NAMED SALES MANAGER

MILWAUKEE — A. W. Lawrence has been appointed sales manager of the biscuit division of the Robert A. Johnston Co., Milwaukee, it was announced by Edward C. Johnson, president.

Pie Consultant
MONROE BOSTON
STRAUSE
says



Check these pie filling costs... You'll see one reason

10¢ a lb.
filling cost for
Pineapple
2-Crust Pie* is
2¢ a lb. less
than average fruit
pie filling

**PINEAPPLE PIE WITH
NATURE'S MOST REFRESHING
FLAVOR**



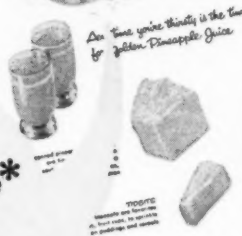
Everybody finds it easy to agree... the easiest thing that ever happened to a pie is canned Pineapple! Combine No. 2 can (12 1/2 cups) undrained Crushed Pineapple with mixture of 2 tablespoons cornstarch, 1/2 cup sugar, 1/2 teaspoon salt. Cook until thick and clear, stirring constantly. Add 1 tablespoon butter, 1 tablespoon lemon juice. Pour into pastry-lined 8-inch pie pan; add top crust. Bake at 425° for 25-30 minutes. (For Pineapple Meringue pie, see special directions in any cookbook.)



Are you sure this is the best for your Pineapple Juice?

This full page
Pineapple Pie ad
runs full color in
Jan. 17 Life;
Feb. Ladies' Home
Journal, Parents',
Farm Journal, and
March Modern
Romances

7.6¢ a lb.
filling cost for
Pineapple Meringue Pie*
is 4.4¢ a lb. less
than average fruit
pie filling



"DIAMOND D"

A High Grade Bakers' Spring Patent
Milled Under Laboratory Control
from Montana Spring Wheat

Sheridan Flouring Mills, Inc.

SHERIDAN, WYOMING

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INC.

GREENSBURG, INDIANA

Cake, Cracker and Family Flours

*64-page Pineapple Formula Book available free. Includes formulas for these and eight other popular Pineapple Pies, plus formulas for sales-winning Pineapple cakes, sweet goods and specialties (all tested and approved by the American Institute of Baking). Write: Pineapple Growers Association, 215 Market Street, San Francisco 5, California.



British Experiments on White and Whole Wheat Bread Find Both Are "Valuable and Nutritious Foods"

LONDON — The British Medical Research Council has issued a report containing further evidence on the controversy regarding white flour and whole wheat flour, based on the results of experiments conducted with undernourished children in Germany after the war.

The authors of the report, Prof. R. A. McCance and Dr. E. M. Widdowson, emphasize that the greatest caution must be exercised in drawing conclusions. The British flour milling industry, however, sees in the report complete justification for its claims for bread as a valuable and nutritious

food. Moreover, it provides enough evidence to refute the criticism of white flour of low extraction enriched with nutrients, the millers assert.

In the special setting and with regard to the state of the children it is shown that growth and development, over a period of a year, of children between five and 15 years of age was the same whether the children received whole wheat flour, 85% extraction flour, 70% extraction flour or 70% extraction flour enriched with B vitamins and iron.

Children in two orphanages were chosen for the test. In one, most of

their food energy came from bread and vegetables, and in the other bread supplied about one third of the daily food energy intake, with fat and sugar providing another third. The results were the same in each instance, the report states. After a year on this diet, milk at the rate of about one pint a day, was added for six months, and contrary to the results of other tests using milk as a supplement, there was no improvement in growth.

The National Association of British and Irish Millers states that the industry and its medical and scientific advisors, Lord Horder, Prof. Sir Charles Dodds and Dr. T. Moran, director of the Cereals Research Station, welcome publication of the report. The association emphasizes that the report is a record of the most extensive and comprehensive investigation with human beings, involving the different types of bread, carried out anywhere in the world up to the present time.

Three most important facts emerge, according to industry spokesmen. Firstly, the report provides a striking demonstration of the unique nutritional value of bread in the national diet and is a reminder of the appropriateness of the term "the staff of life." Secondly, it proves that bread is still the most economical staple food. Thirdly, it is shown that nutritionally the various types of bread available in the U.K. today are equally good, which means that all sections of the people may safely eat the sort of bread they prefer with no nutritional qualms.

White Bread Defended

Criticism of white bread, enriched with nutrients to the level required by the government's nutritional advisors, still persistent in some quarters, is now shown to have no justification in fact, the association declares.

The industry and its advisors, realizing that the investigation was conducted with undernourished children, do not consider that this fact diminishes the importance or significance of the results; what is good for undernourished children cannot fail to be good for ordinary children, and equally for adults, especially when living on the diet prevailing in the U.K.

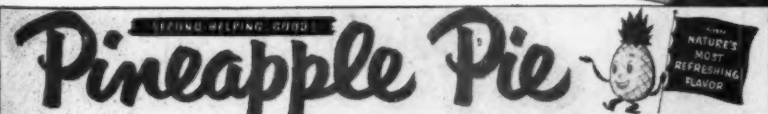
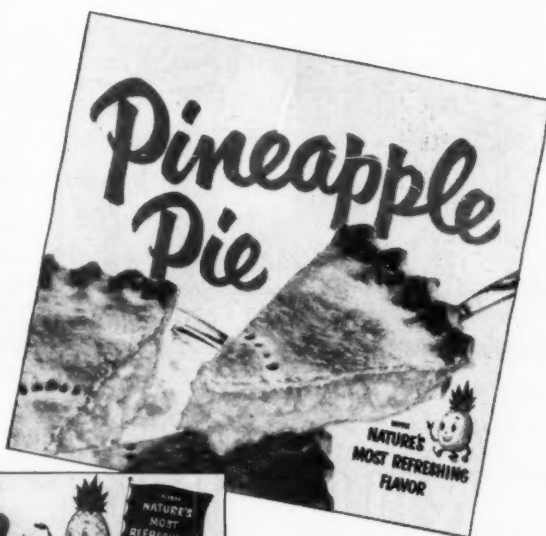
The association statement concludes "It should not be overlooked that this particular investigation was to the specific design of the Medical Research Council. It was realized that the children were undernourished, and the purpose of the research was to ascertain precisely what nutritional difference, if any, lay between the various types of bread. In the past, in this field, there has been a tendency for nutritional research to be conducted with animals. It is satisfactory that for so important a piece of research it was possible for the experiments to have been conducted with human beings."

JAN & FEB Pineapple Pie Features are profitable!

"Another reason," says Strause, "is that the Pineapple Industry's tremendous consumer advertising program has helped make Pineapple the nation's most popular fruit flavor."

Every time you bake with Pineapple you profit from this liking for *Nature's most refreshing flavor*. And that big Canned Pineapple Industry color ad across the way gives you a swell chance to start right now.

This month and next—when this advertising invites your customers to enjoy Pineapple Pie—make pies baked with Pineapple *your* big feature. Display them with the colorful point-of-sale pieces we've prepared to help you. (See below) That's the way to start making the most of Pineapple's low filling cost—and profit from the big *liking* for Pineapple!



PGA-141 Window Streamer (20" x 2 7/8")

PGA-160 Truck and Wall Posters (not illustrated)
(17" x 19", in full color with space for brand imprint)

PGA-142 Counter Card
(9 1/4" x 8 3/4"—with
space for brand imprint)

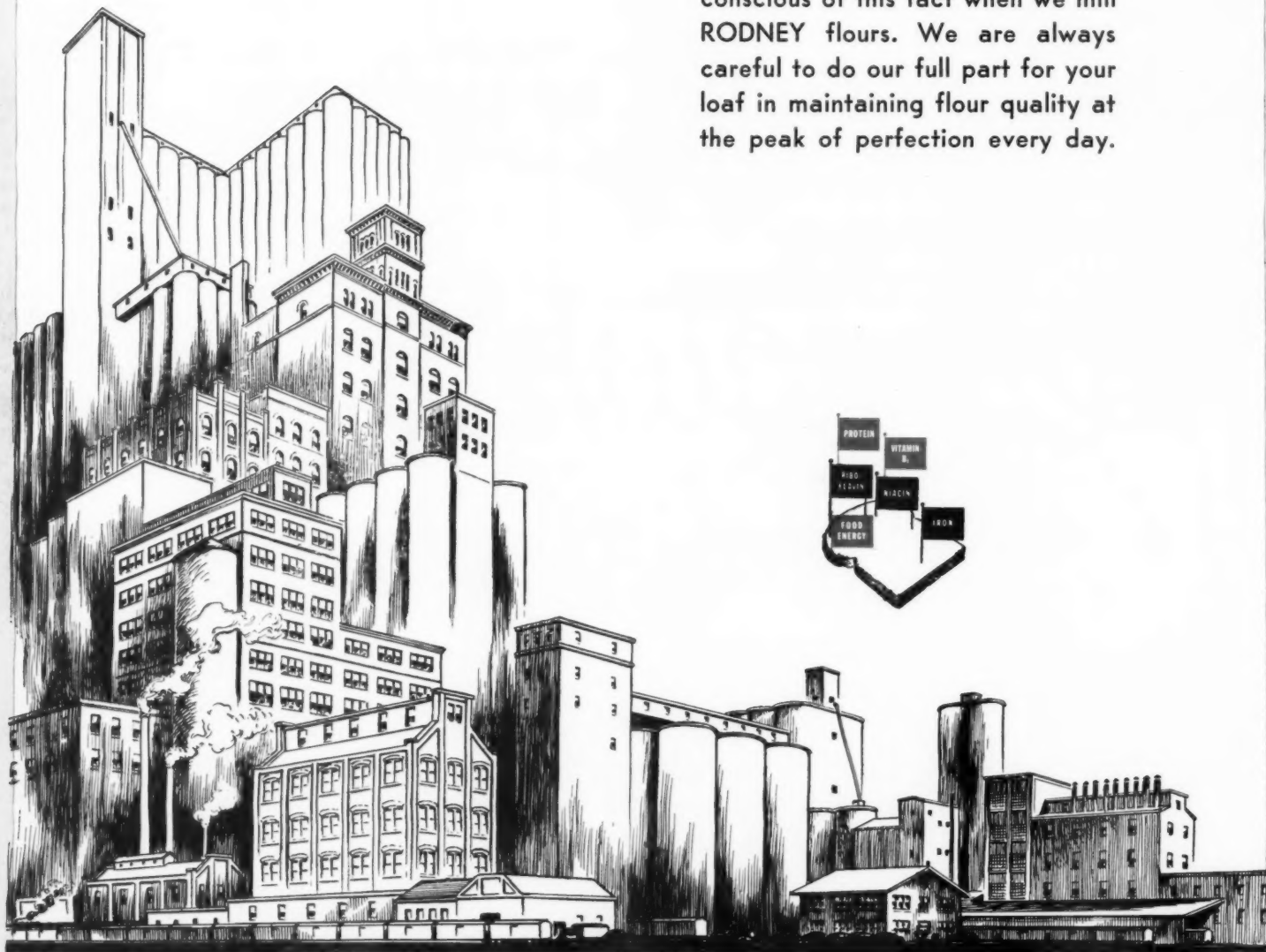
Available **FREE** on request from: Pineapple Growers Association
215 Market Street, San Francisco 5, California

Michigan Soft Wheat Flours
Plain or Self Rising
VOIGT MILLING CO.
GRAND RAPIDS, MICHIGAN

KNAPPEN MILLING COMPANY
Producers of
**BEST QUALITY MICHIGAN
CAKE & BAKERY FLOURS**
AUGUSTA, MICH. PHONE 320



Every baker's bread goes on trial every day—before the most exacting jury of his customers. Even a minor let-down in quality can lose friends for your loaf. We are ever conscious of this fact when we mill RODNEY flours. We are always careful to do our full part for your loaf in maintaining flour quality at the peak of perfection every day.



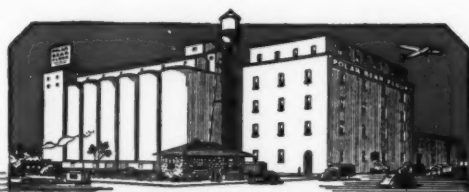
Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the
RODNEY MILLING COMPANY
KANSAS CITY, U. S. A.
22,000 CWTs. DAILY CAPACITY • 5,750,000 BUSHELS STORAGE



FLOUR IS KING

Many a product sells well the first time but does not repeat. POLAR BEAR has been making long-time friendships with bakers for more than 50 years. Such enduring business relationships must be based on quality and good faith . . . and both of these are basic fundamentals in the operation of this company.

*Founded by
Andrew J. Hunt
1899*



*Ralph C. Sowden
President*

The **NEW ERA MILLING COMPANY**
ARKANSAS CITY, KANSAS

ANSWERS TO "DO YOU KNOW?"

Questions on Page 28

1. **False.** It is made by bringing to a good boil from 9 to 12 oz. corn starch with 1 gal. of water. Usually a small amount of salt is added to improve the flavor, about $\frac{1}{4}$ to $\frac{3}{4}$ oz.

2. **True.** Using 3 or 4% potato flour also seems to decrease this difficulty.

3. **False.** The amount of ash in a flour gives some indication of the extraction. As a rule, the lower the ash content in flour made from a certain amount of wheat, the higher the grade of flour. However, it is no indication of baking quality.

4. **False.** From 5 to 6 oz. of custard cream are used per quart. The cakes will have to be scaled somewhat heavier as the volume will be decreased when the custard is added. Using 12 to 16 oz. would decrease the volume too much. Some bakers use a custard flavor which may be obtained from various baker supply houses.

5. **True.** It is also used to add bulk without adding too much sweetness. It decreases the tendency of boiling out in the oven. It also helps to keep the filling moist for a longer period of time.

6. **True.** It has been found that using 10% or more cake flour will decrease this toughness. The use of 3% potato flour also decreases toughness.

7. **True.** This procedure will help. A high grade chocolate color can be obtained from various bakers supply houses, a small amount of which will improve the color of the crumb. Caramel color may slightly harm the flavor of the angel food due to its bitter flavor.

8. **True.** When the flour is bleached, a colorless compound is formed, the carotin however remaining in the flour.

9. **False.** It should be stored be-

tween 50 and 60° F. which is ideal. Higher temperatures may cause the paper to stick together, causing a lot of trouble at the machine.

10. **False.** Usually about 6 oz. of lye are used with 15 gal. of water. The lye bath must be kept at a temperature of about 200° F. all the time while it is being used.

11. **True.** If these certain mixes were not heated, it would be impossible to run them out as they would be too stiff. During the heating of the mixture, part of the sugar dissolves, which thins down the mixture so that it can readily be deposited. If the mixtures were not

heated but thinned down by the addition of egg whites or water, the macaroons would spread too much, spoiling their appearance due to the razor like edges. These edges would also be very hard and brittle after baking. Being so thin, they would burn readily spoiling both the appearance and eating quality of the macaroons.

12. **True.** This additional baking powder is used due to somewhat less air being incorporated in the batter. When a fast acting baking powder is used, it is very likely to react and expend a portion of its strength in the batter before going into the oven.

13. **False.** Linseed oil has a foreign

odor and flavor and therefore is very apt to contaminate baked foods. To our knowledge it has never been recommended by pan manufacturers.

14. **True.** Care must be taken to see that all of the exposed sides of the cakes get irradiation. The inside surface of the wrappers or boxes should also be subject to this lamp treatment. There are available today, various mold inhibitors which can be obtained from a number of sources.

15. **False.** From a practical standpoint, no changes are necessary. When cane or beet sugar are used in a dough, enough inversion takes place during the mixing period so

NEED WE SAY MORE?

"Whitewater Flour"

Ground Where the
Best Wheat Is Grown

WHITEWATER FLOUR MILLS CO.
Whitewater, Kansas

Lyon & Greenleaf Co., Inc.

MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Selfrising
LIGONIER, IND. NORFOLK, VA.



BROWN MILLING COMPANY

Millers of Wheat Germ Flour

150 E. Superior St., Chicago 11, Illinois

Edgar F. Carlock
1524 South Blvd.
Evanston, Ill.

Ph. CEntal 6-1555

Louis R. Dooley
230 Park Ave.
New York, N.Y.

Ph. Murray Hill 6-5490

H. C. Elliott
614 W. Washington
Morris, Ill.

Ph. Morris 57

that the dough will ferment practically as fast as the dough containing dextrose.

16. **False.** It should be figured on the total weight of the formula. About 1 oz. of salt should be used for every 10 lb. of dough or batter.

17. **True.** Lard is nearly 100% fat, while butter contains about 83% fat. Therefore, lard has greater energy value than butter. However, butter contains vitamins which are beneficial to the diet.

18. **False.** Too much bottom heat may cause this condition. The bottom heat should be reduced on the cup cakes baked on double pans.

19. **False.** Brown sugar will be pretty well dissolved in the dough before the cookies go into the oven. When granulated sugar is used the undissolved sugar crystals melt in the oven producing a spreading action.

20. **False.** The "stocks" were used in order to prolong freshness in the cake. Cake "stocks" are a gel-like solution especially prepared from various proportions of milk or water, sugar and starch. They sometimes contained some invert syrup, corn syrup, honey or glycerine. In most instances, these "stocks" were boiled in order to gelatinize the starch.

Plant Maintenance, Engineering Show Set

NEW YORK — The next Plant Maintenance and Engineering Show will be held Jan. 24-27, 1955, at the International Amphitheatre in Chicago, according to an announcement from Clapp & Poliak, Inc., New York, founder and producer of the event.

The conference sessions for engineers and production heads will be held in the arena adjoining the exhibits. One section of the conferences will be for men from food processing plants.

Truck Leasing By Bakeries Rises 12%

CHICAGO—More bread will ride to market in leased trucks this year than ever before.

Joseph J. Stedem, vice president, Hertz, Truck Leasing System, Chicago, states that a 12% increase in leased trucks will be shown in 1954, compared to last year.

This increase corresponds with the growing tendency to specialize business practices, Mr. Stedem stated.

Leasing relieves business firms of major truck worries, he pointed out. It releases capital for other purposes, and allows executives to devote full time to their own businesses.

Truck leasing is popular with small firms, which may need only one or two trucks, as well as those which use large fleets, Mr. Stedem reported.

He cited these major reasons: Leased trucks are engineered for specific use. They are painted as the leasor desires so only he knows they are not his own.

There is no out-of-service vehicle problem. Leasing firms guarantee uninterrupted service and maintain the trucks regularly to achieve it. New models are put in service as needed, so that the fleet is always modern. Substitute trucks are always available. Additional units are supplied for peak season or special needs. There is no need for the firm to tie up money in trucks standing idle most of the time.

Costs are known in advance. This greatly simplifies bookkeeping procedures. It often reduces office personnel overhead.

Truck leasing firms such as Hertz provide everything except the driver: fuel, oil, insurance, lubrication. They will garage the fleet if desired.

—BREAD IS THE STAFF OF LIFE—

Bakery's Route Men Lend A Helping Hand

SALISBURY, MD.—About 40 route salesmen of the Bond Baking Co. were recruited recently by Richard Bergeman, manager of Bond's Salisbury office, to do a good turn for a hard-pressed farm family near Wango.

While hunting near Wango, Mr. Bergeman uncovered the fact that the 15-acre corn field on the farm of Mrs. C. J. Moore had gone unhusked because Mrs. Moore's son-in-law and daughter, who live with her, work during the day and had been unable to husk the corn. Further, Hurricane Hazel had flattened the corn completely, making it impossible to harvest with a corn picker.

Mr. Bergeman said he had no problem in recruiting the firm's salesmen on their day off, and husking the entire field in one day. Mrs. Moore's husband had planted the corn last spring but he was killed by a falling tree Aug. 9.

You can make better bread with
SUNNY KANSAS Flour
The WICHITA
Flour Mills Co.
WICHITA, KANSAS

Miner - Hillard Milling Co.
WILKES-BARRE, PA.
Manufacturers of
CORN FLOUR - CORN MEAL
CORN SPECIALTIES

DONZ PASTRY

Serving Clubs, Hotels and Restaurants

DONZ' BUTTER SWEET ROLLS

Sweet Rolls, Coffee Cakes, Layer Cakes

5948 W. North Ave.

Chicago 23, Ill.

Merimac 7-2148

September 29, 1954

Mr. Dan Brown
Brown Milling Company
150 East Superior St.
Chicago, Illinois

Dear Mr. Brown:

I am writing you a few lines to let you know that I have never experienced such a Wonderful Loaf of Bread, in all my life, as the one that your Wheat Germ Flour makes.

And when I say myself I mean all of my customers, who say that the bread tastes so much like the one that their mothers used to make.

However, I find that since I have used this wonderful flour, I have increased my bread business at least 30% in the last five months.

I venture to say that if the Retail Baker would sell Bread like this, the Bread consumption would increase immensely throughout the entire Country.

This is an example, we have women folks coming as far as six or eight miles to buy our Bread, simply because it tastes good, and toasts better. My sales girls explain the Nutritional Value to them, and they certainly come back and agree with us that it is the best ever.

Thanks for taking the time to read this, but I thought you would like to know how we feel about your flour.

With regards,

DONZ BAKERIES INC.

JOSEPH J. DONZELLI

JD/efc

"Penalty of Growth" Brings New Problems To Baking Industry, ABA President Says

By E. E. Kelley, Jr.
President, American Bakers Assn.

Perhaps many in the baking industry are getting tired of hearing about the same things year after year. The trouble is, the most important thing we have to talk about is the baking industry, its problems and what is being done to solve those problems. There are only so many ways to say the same thing. I'll try

to say it in a different way here, but I warn you basically it will sound like something you've heard before. I hope it is not a sign of advanc-

ing age, but it seems to me I start looking forward to the end of the year a little earlier each year. Used to be around Christmas time before

I started thinking about the year gone by and what was coming up in the year ahead. Lately it's been about the middle of November. If the time comes when I start thinking about next year along in June, that may be the signal to retire.

If we look back at the past year, in the baking industry, we see some encouraging signs and some that are rather discouraging. Looking ahead, about all I personally can see is a year of hard work. Nobody likes company any better than I do, so I'm extending an open invitation to every baker to join me in the labor ahead. I'll get back to that statement a little later.

Businessmen everywhere—particularly little businessmen like most of us bakers are—are beset by the same problem. Each year we find ourselves faced by a multitude of factors which can influence our businesses one way or another.

It does seem that a businessman should be able to run his business with nothing more than his own problems to worry about. I suppose it's penalty of growth, but certainly it is true today that the whole world picture, our national political and economic set-up as well as industry wide affairs, all must be taken into consideration as we look ahead.

For a very short time at least, we have been able to live in a world with no shooting war upsetting the scene. Events of recent months have been a little encouraging and possibly in the year ahead we will not be called on to send our men into battle.

We still will be forced to spend huge sums and thousands of man-hours in maintaining our armed forces and in building our defenses, since we dare not relax our vigilance.

But think what it would mean to all of us as businessmen, to our entire nation, if these sums and this energy could be diverted to constructive building within our nation. The cost of one day's output in military preparation, if devoted to stepping up the research on cancer or polio would hurry that day when these problems of our modern life no longer would be problems.

Think what it would mean to improving the daily lives of people in the slum areas if the funds needed for one week for defense preparation could be allocated to better housing projects. Or think what it would mean for the future if one month of such time and money were devoted to bettering our educational facilities for our young people.

I guess all that comes under the heading of day-dreaming, but it is something that every baker heartily hopes for in his own lifetime. About all you and I can do is give our lawmakers our support and encouragement in any plans and activities

Editor's Note: One of the most concise statements of the tasks ahead of the baking industry, and what their successful completion can mean, was made by Mr. Kelley before the recent convention of the New England Bakers Assn., Boston. It is reproduced in part above.

A RECOGNIZED MARK OF EXCELLENCE FOR SEVENTY-SIX YEARS



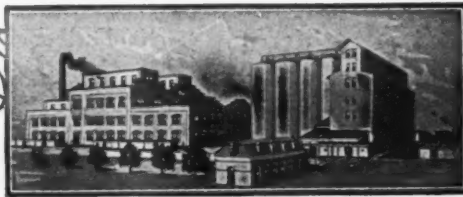
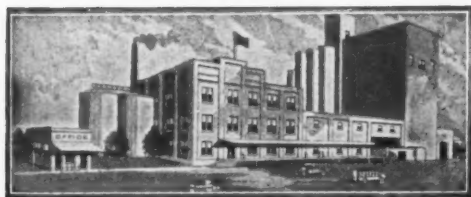
FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

With more and more wheat being impounded under government loan each year, it is doubly important to both the miller and his customer that a stock of superior wheat be laid by when available at harvest time. HUNTER flours are backed by wheat storage capacity sufficient for nearly a full year of flour milling.

THE HUNTER MILLING CO.
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

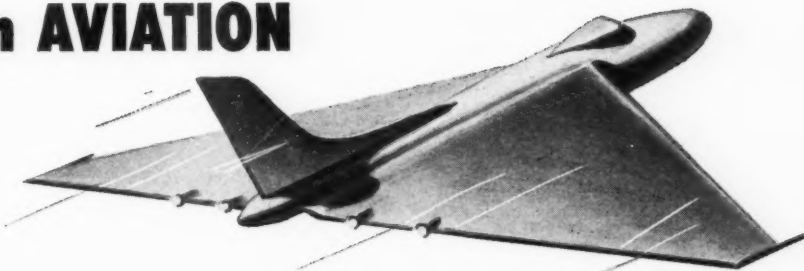
E. P. MITCHELL COMPANY
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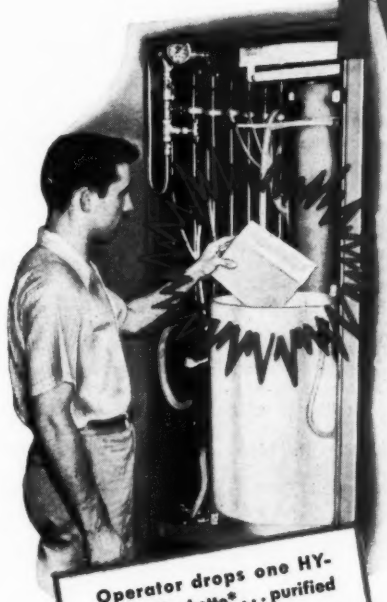
"NEW LOOK"

in AVIATION



"NEW LOOK"

in FLOUR MATURING and BLEACHING



Operator drops one HY-KURE Blockette*... purified ClO_2 in hydrated form... into water in HY-KURE dispenser... Blockette dissolves... solution is ready. Uniform concentrations every time.

*Trademarks—Patents Pending

HY-KURE*

MODERNIZES FLOUR

TREATMENT BY PROVIDING AND DISPENSING
CHLORINE DIOXIDE IN A REVOLUTIONARY NEW WAY

Different as the early biplane and the latest "jet" are ordinary maturing and bleaching methods and the revolutionary new HY-KURE process.

For HY-KURE abounds with new and improved ideas, techniques, equipment. It provides chlorine dioxide in solid hydrate form, eliminates the old gas generator, regulates the flow of a purer ClO_2 gas with unprecedented "pin-point" control.

These and many other HY-KURE innovations have helped increase the accuracy, economy, simplicity and uniformity of flour treatment in numerous American and Canadian mills.

Flour treated with HY-KURE consistently demonstrates superior baking characteristics... optimum loaf volume... even, silky grain and texture.

Discover how HY-KURE can benefit you. Ask your Sterwin Technically-Trained Representative or write:

Sterwin Chemicals INC.

Subsidiary of Sterling Drug Inc.

Flour Service Division

1123-25 MERRIAM BLVD., KANSAS CITY, KANSAS

SPECIALISTS IN FLOUR MATURING, BLEACHING AND ENRICHMENT

IN CANADA:

Sterwin Chemicals of Canada, Ltd.

1010 Elliott Street W., Windsor, Ont.



**The Choice of the
Finest Hard Wheats**

The only mill in this great terminal market, Universal consistently offers:

**BETTER SPRING WHEAT
AND DURUM FLOURS**

**DULUTH UNIVERSAL
MILLING CO.**
Duluth, Minnesota

DIXIE LILY

Plain and Self-Rising
A Flour Without Equal
Anywhere

BUHLER
MILL & ELEVATOR CO.

- Mill & Gen. Offices, Buhler, Kansas
- Southern Regional Office, 934 Exchange Bldg., Memphis, Tenn.

CAHOKIA FLOUR CO.
ST. LOUIS, MO.

La Grange Flours

La Grange Flours, whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the three quarters of a century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

You can depend on LA GRANGE FLOURS

LA GRANGE MILLS
RED WING, MINNESOTA

Exceptional Bakery Flours

NO-RISK EX-HI NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

Capacity 3,000 Cwts. Daily Grain Storage 1,800,000 Bus.

All Grades

RYE FLOUR

1000 cwt. Flour—250 cwt. Meal

GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN

which aim at bringing into being world conditions which will enable such dreams to come true.

"Cautious Optimism"

Economically our year ahead looks mixed, and if I were to suggest a view of the future, it would be one which might well be termed "cautious optimism." While there are factors indicating declines in employment in some areas of the country and in some areas of business, there are other factors which are more encouraging.

Latest figures I saw indicated a slight decline in the total national unemployment figure and reports appearing in the newspapers show continued good earning statements in a large number of companies.

The economic improvement of our nation is of more than passing interest to a baker. Historically it is shown that our business follows very closely the general trend for the nation as a whole. When earnings and employment are up, our business gains, and vice versa.

Evidence of this has been strikingly apparent in our Chicago office over the past weeks and months particularly. We collect reports from some of our members on tonnage of bread produced each week. These reports are compiled by sections of the nation. Total volume involved is around 62 million pounds—a rather significant total, as I think you will agree.

But in the industrial areas where

employment was reported down, the bread volume report has shown declines from the previous year and from 1947 which we use as our base year. In the South, where industrial activity has gained sharply, the weekly volume report has run as much as 35% greater than the 1947 base.

Industrial Activity a Clue

It therefore is important to every baker that he keep closely posted on the general industrial activity of the nation and in his own trading area. Any significant trends can reflect one way or the other in his own activity.

The financial pages of your favorite newspaper and the business magazines become "must" items in your routine, if you are to stay on the ball as rigidly as we all should in the year ahead.

Within our own industry, there are enough problems to keep all of us pretty busy just trying to stay in the black. I saw some tables recently which showed that ingredient, labor and other costs to the baker have gone up as much as 200% compared with 10 to 15 years ago. As you all know well, the advance in the price you receive for your bread has not recorded any such gain in that period.

A situation where costs have gone up sharply, profits maintained at about the same level and selling prices held to a minimum advance adds up to a sizeable compliment to the baker who managed to accomplish the feat.

Speaking of rising costs naturally brings up other troubles. I mentioned the fact that our bread volume reports show that in industrial areas where employment is down, the volume of bread sold is down. The decline from the year ago and the 1947 levels is primarily in the East.

There is no way to tell from figures sent us exactly in what category the decline is recorded, but I assume that since it covers all bread, some loss is taking place in the consumption of white bread in most areas.

To me this is very disturbing. Sure, I make other kinds of bread and I like to see them sell, but it is white bread which makes it possible for me to stay in business and I'm willing to bet that the same statement holds true for all of you in the bread business.

White bread is our life blood. If we are losing ground in any area in demand for white bread, I think we not only should be disturbed, we should begin to find out why and to correct whatever fault there may be.

If the decline in the eastern area is due entirely to a decline in income of the people, a loss in employment, then there does not seem to be much we can do about it, unless some baker can come up with a plan which will help any state solve such problems.

Examining Contributing Factors

But if there are contributing factors, such as the growth of faddism, an increase in the lack of appreciation of bread and its nutritional qualities, or even worse a negative tone to baker advertising which by inference derides white bread, then steps must be taken to correct any or all of these.

Probably the first two of these items are coupled, as far as their solution is concerned. The only way to stop the food faddist in his tracks is to educate the consumer in true nutritional facts. And the only way to build a greater appreciation of bread is to educate the consumer.

It is part of your job to help our own campaign in these directions.



HONORED—The conferring of honorary life membership in the American Bakers Assn. on Raymond K. Stritzinger, Continental Baking Co., retired, took place during a recent ABA convention in Chicago. Shown above is an illustration of the plaque presented to Mr. Stritzinger, represented in his absence by R. Newton Laughlin, president of Continental, New York.

By implementing the broader distribution of educational material, through constructive advertising, you can get the job well done.

The Low-Calorie Trap

We have stated many times that no baker has the right to try and promote any one of his products at the expense of another. This widespread—and I think at this time somewhat ridiculous—jumping on the obesity problem by a wide range of products can prove to be a trap.

I noted recently the comment of an editor that the beer industry lost him a customer because of their low-calorie advertising. He said it was ridiculous.

I'm very much afraid the same thing holds true for bread that is true for beer—the only way you can cut down the calories in either one is to serve it in smaller portions. Our laboratory tests show that ounce for ounce all breads run just about the same in total calories. And no standard bread—white, whole wheat, partial wheat or whatever—can be classed as a high calorie product. It runs between 70 and 75 calories per ounce. And the nutritional contribution of enriched bread, in its vitamins, its calcium and its protein, is very important in a reducing diet.

How much stronger a story do you want? If we must join this battle of the bulging waist line, why can't we do it in a positive way based on the facts?

Our objection to any advertising that states that one bread is a low calorie bread is based on the fact that such advertising infers that other breads are high calorie. Such advertising merely calls to the attention of people who are not on reducing diets the possibility that they might get fat if they continue to eat bread.

It is in the province of this association of yours to work on such problems if they occur in your territory and I suggest it for your consideration.

Bread is a universal food. Bread is the one food which fits naturally and comfortably into just about every menu you can think of. You can eat bread with any meal and I don't know of any other food which can

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Amer-
and K.
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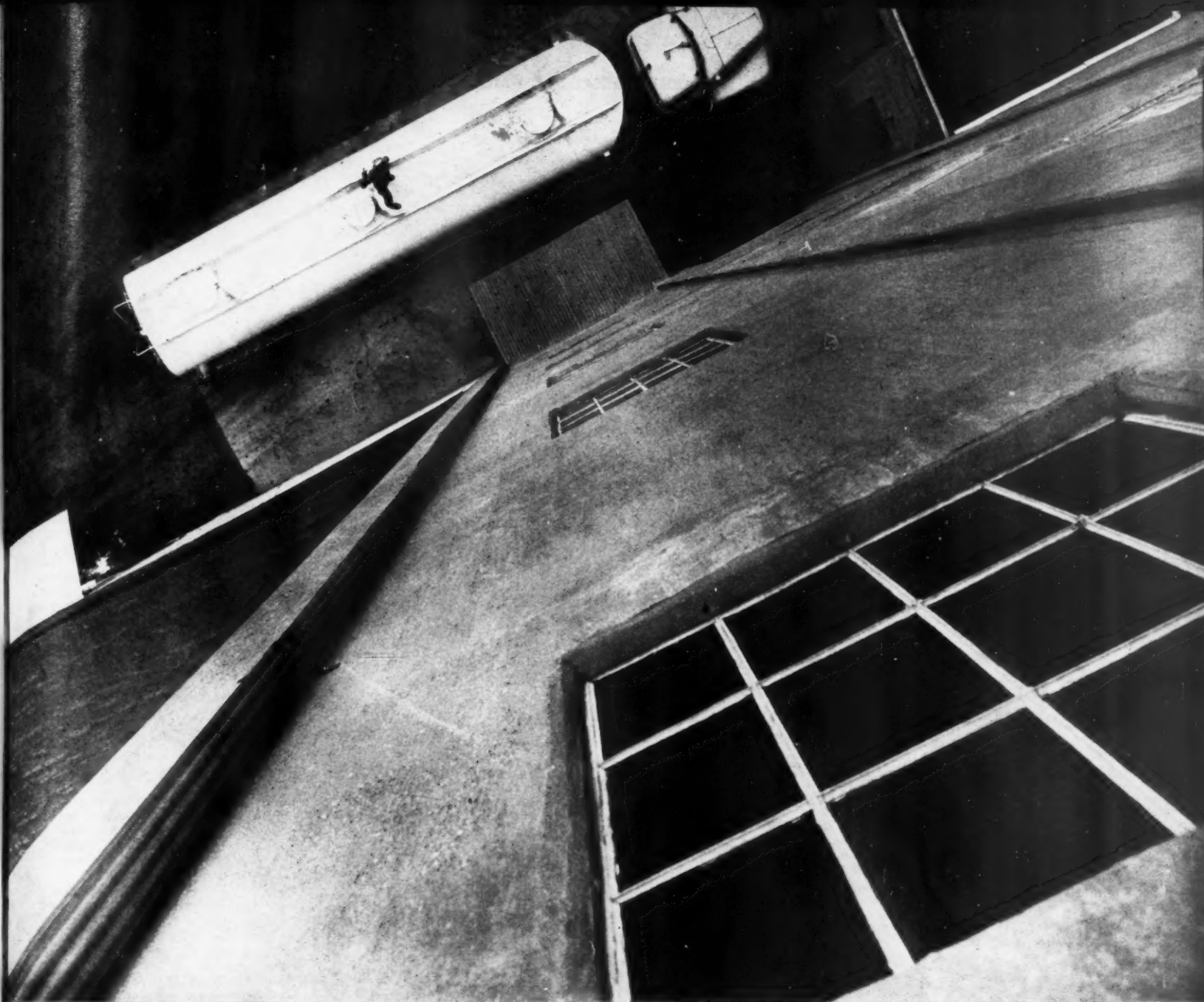
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How it feels to be 1600 cwt. high



You're looking down from the top of an Atkinson storage bin of 1600 cwt. capacity, one of several set aside solely for bulk loading.

Flour is moved from regular storage bins to loading bins at least 12 hours before it's due to flow into bulk car or truck for delivery, a mighty important fact for bulk flour buyers to remember.

This interval gives us ample time to make

a final check on flour quality. When you consider that it takes upwards of four hours to make an adequate check you can see what a vital part Atkinson's loading bins play in the proper handling of bulk flour.

IT'S BIN-CHECKED* means you can be absolutely certain that the bulk flour you order will be the flour you get.

Why not be sure—switch to Atkinson.

ATKINSON MILLING COMPANY MINNEAPOLIS, MINNESOTA

grace the tables three times a day, 365 days out of every year as easily and naturally as bread.

Bread complements all other foods, as does no other food. I mean any bread, but I mean especially enriched bread, the common white bread which makes up 85-90% of the entire bread market. People talk about the flavor in bread and the food faddists condemn our white bread because they say it has no flavor.

The blandness of the product, in my opinion, is one of its greatest assets. . . . It is certainly demonstrated at the point of sale that the most people most of the time want the

same bland bread. They taste the spread or they sop up the gravy and taste the gravy. And they continue to come back for white bread which will stand so well continued use in every meal.

There is another powerful story which I think we have to tell—bread's adaptability, its universal appeal, its continued appeal—and above all the job it has done to build health in America today.

I say to you that you have the tools, embodied within that white bread package, to build a story which no other industry has. If you don't

use the facts, those tools, its your own fault.

There's a job to be done. I think it is time we got started doing it.

As to other matters, we have been gravely concerned over the wheat and flour situation. With practically a full crop year in storage as surplus, the baker is paying one of the highest if not the highest price for flour that has prevailed in more than 30 years.

The answer apparently lies in the government loan program which has held wheat higher, combined with premiums the miller has to pay for wheat which will produce baking

quality flour. It is rather ridiculous, we think, to establish a flat price on wheat without regard to whether the grain is fit for use or is good for nothing but cattle feed. It is a problem which we are working on and which we hope will have definite results in another year. The seeding of winter wheat is completed and nothing can be done about it for 1955, but certainly steps must be taken to prevent increasing the problem before the 1955 seeding.

The Secretary of Agriculture has indicated he holds views similar to ours in this respect. This, we think, is an indication of progress which has been made in our relations in Washington.

We believe we have made a dent in the general tendency in government bodies to hold whole wheat in much higher esteem than enriched bread. The same recognition which nutritional and medical authorities have given enrichment is beginning to show in governmental circles.

Also, in the past the department of agriculture and other government bureaus apparently have looked only to the miller as a customer of the farmer. The fact that it is the baker who gets the bulk of wheat used domestically, on the tables of the consumer finally is being realized. Just recently, a government official commented that consumers don't buy wheat—they buy bread or cake or flour.

Maybe it doesn't sound like too big a point, but I believe it is. It is evidence, that after all these years, your industry is beginning to get the recognition it should have in the places where such recognition is highly important.

The work with Washington is merely one of dozens of activities which the ABA, the American Institute of Baking and the Bakers of America Program are busy with throughout each week and month.

In the association, there are many activities going on constantly, all aimed at helping build a better industry. Our services have been extended on many fronts, to give our members more help in many departments.

I sometimes wonder how many bakers really understand the great stature which the American Institute of Baking has gained in recent years. It has recognition and approval for its work, to a far greater degree outside our industry than within, it seems to me.

We are told by other people that we have a set-up unequalled in any other industry. The services of the school, the laboratories, the sanitation department and the consumer service department are definitely building a greater baking industry, and getting better results.

Promotions Progressing

Our promotional activity of the Bakers of America Program is progressing steadily at the home-town level. The work now being done is designed to go directly to the areas of the bakers, to reach as directly as possible the consumers and the opinion leaders who can influence the consumer. The results will be shown at the point of sale, which is the place you and I are most interested in seeing results.

Certainly creating the staff of

*Because we have access
to Montana premium
wheat,*

these are
the type flours
we mill
under exact
specifications

SUPER GRADES

REGULAR GRADES

MELLOW GRADES

SPECIAL

Super Sapphire
Super Judith
Isis Clear

Regular Sapphire
Regular Judith
King Grizzly Clear

Mellow Sapphire
Mellow Judith

Dakotana (high gluten)
Sapphire Whole Wheat
(Coarse or fine granulation)

	PROTEIN	ASH
Super Sapphire	12.50	.40
Super Judith	12.70	.42
Isis Clear	15.50	.72

Regular Sapphire	12.00	.40
Regular Judith	12.25	.42
King Grizzly Clear	14.40	.72

Mellow Sapphire	11.40	.40
Mellow Judith	11.70	.43

Dakotana (high gluten)	15.00	.45
Sapphire Whole Wheat	15.00	1.50

*Because you use these specially-milled
flours, you'll produce premium baked goods*

These Montana hard wheat flours give unusual absorption and outstanding flavor characteristics. With them, you produce bread that customers choose for its exceptional taste quality.

A very interesting
story on Montana
wheats is available
in booklet form.
Mail your request to

MONTANA FLOUR MILLS COMPANY

General Offices: Great Falls, Montana



Moore - Lowry Flour Mills Co.

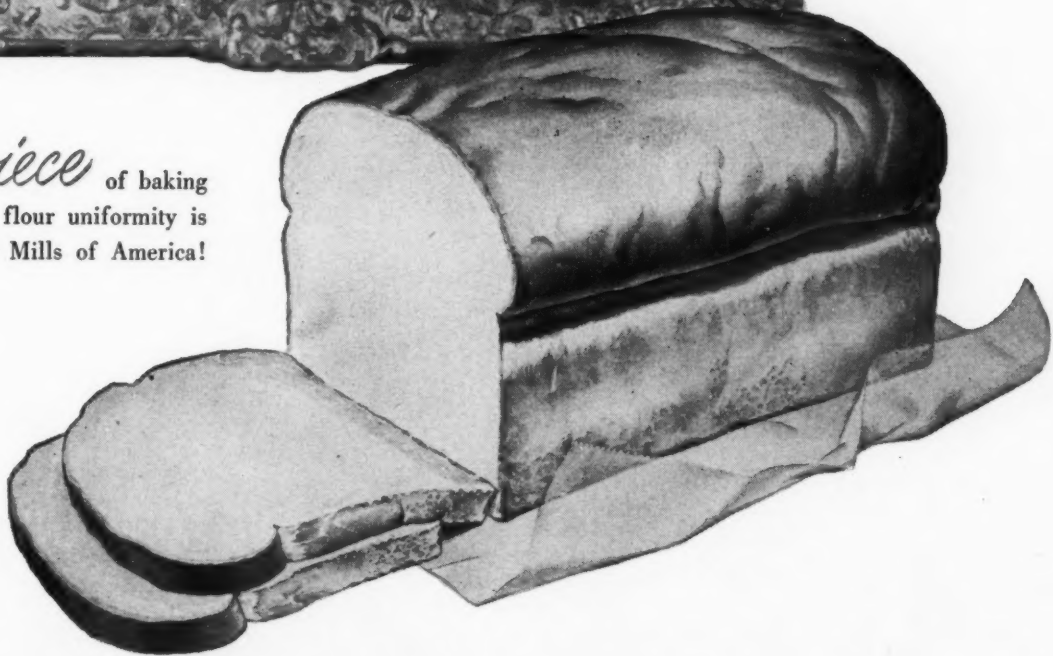
Kansas City, Mo.

PRECISION-MILLED FLOURS



"Still Life"
by Pieter Claesz
(1600-1661). Dutch
Courtesy
Nelson-Atkins Gallery
Kansas City,
Missouri

Masterpiece of baking
uniformity because flour uniformity is
pre-tested by Flour Mills of America!



flour mills of America, Inc.

KANSAS CITY • ST. LOUIS • ALVA • ROSEDALE



*The Ultimate in
Performance,*
IN THE BAKERY

Your Bakery Deserves the Best!

THE KANSAS MILLING COMPANY

WICHITA • KANSAS

Mills at Wichita, Cherryvale, and Maundridge, Kansas—Marian, Ohio
CAPACITY 12,000 CWTs. • STORAGE 4,500,000 BUSHELS



the **KEY** to bakery profits...

A PREFERRED PRODUCT opens the door to increased sales!

Every attic, in some obscure trunk or drawer, has its collection of discarded keys . . . odd and unusual shapes, some plain and simple, all designed to open objects long forgotten.

But when it comes to opening the door to bakery sales success, only one key fits the lock. And that key is a preferred product. A product consumers choose time and time again.

Midland Flours are milled to put your products in the "preferred" class. From preliminary crop surveys through the actual milling process, scientific controls eliminate all guess work and chance . . . assure you of absolutely uniform, top-quality baking results.

It will pay you to pick Midland Flour every time.



Town Crier
flour

UNIFORMLY MILLED FLOURS BY

THE MIDLAND FLOUR MILLING COMPANY
NORTH KANSAS CITY, MO.

home economists now working in the field, financed by Bakers of America Program subscribers, is the most positive and most constructive thing we have ever generated in the program. Four of these trained home economists have been with us less than two years; two have been working less than a year.

Yet in so short a time, I believe they have made very great progress in their contact with educators, nutrition people, school lunch people, dieticians, food page editors and many others. Give them a few years of work and I am confident results will be evident throughout our land.

These are campaigns of the indus-



POTOMAC ALLIEDS ELECT—The Allied Trades of the Baking Industry, Division No. 3 with the Potomac States Bakers Assn., recently elected new officers, shown in the illustration above. Left to right in the front row are Ray H. Sullivan, secretary-treasurer, Esskay Products, Baltimore, Md.; Ed Weston, president, Sylvania Cellophane, Baltimore, Md.; Louis E. Schmidt, Capital Baking Supplies, Washington, D. C. Back row: Joseph Karl, chairman, membership committee, Standard Brands, Baltimore; Charles W. Cowan, national advisor of allied trades; P. August Grill, counsellor; Guy Hartsock, member executive committee, Wesson Oil Co., Baltimore, Md.

try, by the industry and for the industry. The work being done is for the whole industry, yet the support which we have is coming from a very small percentage of the total number of bakers actually in business in our nation.

While we tell the baker that "this is your campaign" I might remind him that he also owns all the government buildings in Washington, D.C., but that he did not get them for nothing. Your money and mine built those buildings and is keeping them in operation.

Likewise, the industry members cannot expect to receive all the benefits of the campaigns of the ABA, the AIB and the Program without contributing financially and in the work of these drives.

An Invitation to Progress

Earlier I invited all bakers to join in the work ahead. Unless that invitation is accepted, there will be a greater delay in getting our products recognized, getting the consumer to use more of our products more freely throughout each year.

All over the nation, bakers individually and in groups are joining with us in our campaigns, using their efforts at the local level to extend our own work. There must be more of such work, in more communities.

The contact work which our field staff is doing can be extended by bakers and their key personnel in each area. The distribution of literature, to teachers, to doctors, to nurses and to others, must be undertaken on a mass scale in each locality, by bakers.

We invite you to go along with us on this drive to a better baking industry, to join with us in a hard-working campaign of education, of letting the facts be known about your own industry.

We need help, we need ideas and suggestions from every area. Together, we can get the job done.

—BREAD IS THE STAFF OF LIFE—

South Dakota Bakers Set Convention Date

SIOUX FALLS, S.D.—The South Dakota Bakers Assn. will hold its annual convention March 22-23 at the Cataract Hotel, Sioux Falls, S.D., announces William J. Fetter, secretary-treasurer of the group.

Eastern Allied Trades Group Names Officers

BALTIMORE—Ed V. Weston, Sylvania Div., American Viscose Corp., Baltimore, was elected president of the Allied Trades unit No. 3 to the Potomac States Bakers Assn. recently. He succeeds Tom Hough, who becomes the allied advisor to the Potomac States Bakers Assn.

Other new officers named include Louis E. Schmidt, Capital Baking Supplies, Washington, vice president, and Ray H. Sullivan, William Schludenberg-T. J. Kurlle Co., Baltimore, secretary-treasurer.

—BREAD IS THE STAFF OF LIFE—

Lever Brothers Elects Two Vice Presidents

NEW YORK—Dr. L. B. Parsons, director of research and development, Lever Brothers Co., and David J. Bunnell, general manager of the buying division, have been elected vice presidents of the company, it was announced by Jervis J. Babb, president.

Dr. Parsons has headed the research and development activities of Lever Brothers Company since 1951 and is in charge of the company's new research and development center at Edgewater, N.J. He joined Lever in 1939 after having served as research director of Cudahy Packing Company for many years.

—BREAD IS THE STAFF OF LIFE—

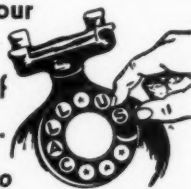
Pittsburgh Production Club Committees Named

PITTSBURGH—The Greater Pittsburgh Production Mens Club held its November dinner meeting at the Highland Country Club here.

The following committees were announced: Publicity, S. D. McKinley, Hardesty & Stineman; membership, William L. Hartner, Jenny Lee Bakery; program, Norman Jenkins, Standard Brands, Inc.; reception, Paul Eberly, Brolite Co., John Gutowski, Gutowski Bakery and Ed. Swain, Grady Bakery.

Norman Jenkins, Standard Brands, Inc., Pittsburgh, was program chairman and introduced as speaker Robert Brooks, assistant to the vice president in charge of sales, Standard Brands, Inc., New York.

One of Your
BEST
Sources of
FLOUR...



As Near to
You as Your Telephone!

• **HOSTESS**
SUPERCake
SPECIAL CAKE FLOURS
QUALITY
UNIFORMITY
LABORATORY CONTROL

THE
MENDEL MILLING CO.

TOLEDO, OHIO

GAfield 6707 CALL COLLECT

VICTOR
BAKERY FLOURS
UNIFORM, DEFENDABLE, MILLED TO
FIT UP-TO-DATE SHOP SCHEDULES
BRANDS
VICTOR - EIDERDOWN - CHAMPION
FLUFFYDOWN - DOWNLIGHT
CRETE MILLS - CRETE, NEBRASKA
FINE FLOURS - CORN PRODUCTS

The Standard Others
Strive to Reach

WHITE SWAN
FLOUR

SPRINGFIELD MILLING
CORPORATION

500 GRAIN EXCHANGE AT 639
MINNEAPOLIS • MINNESOTA
Mills at Springfield, Minn.

for ALL your flour...

SPRING... HARD WINTER... SOFT WHEAT

**THE BEARDSTOWN MILLS
COMPANY**
BEARDSTOWN, ILLINOIS

The Williams Bros. Co.

Merchant Millers KENT, OHIO, U.S.A.

Specialists Ohio Winter Wheat Flour

All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

HIGH GLUTEN FLOURS

For Bakers

The Morrison Milling Co.

Denton, Texas

Emphatically Independent

ACME — GOLD DRIFT

Better Bakery Flours

These Brands Meet Every Shop Need

The ACME FLOUR MILLS CO.
Oklahoma City, Okla.

ACME RYE

A HIGH QUALITY

WISCONSIN RYE FLOUR

All Grades

FISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN

Strong, Bakers' Patents

• **SPRING PILOT**
KANSOTA
KANSAS PILOT

• **ROANOKE CITY MILLS, INC.**

"Finest in the South"

ROANOKE VIRGINIA

"Golden Loaf" That's Our
Brand—
The Flour with the Doubt and
Trouble left out

TENNANT & HOYT COMPANY
Lake City, Minn.

**DAVID HARUM
BAKERS FLOUR**

From Nebraska's

Choice Winter Wheat

LEXINGTON MILL & ELEV. CO.
LEXINGTON, NEBRASKA

Wisconsin Rye Flour

We Specialize in Dark Varieties

FRANK JAEGER MILLING CO.

DANVILLE P. O. Astice WISCONSIN

QUALITY FLOURS

St. Cloud Milling Co.

Sales Offices:

580 Grain Exch. Bldg., Minneapolis, Minn.

Mills at

St. Cloud, Minnesota

Evans Milling Co., Inc.

INDIANAPOLIS, IND., U.S.A.

Manufacture Kila-Dried

DEGERMINATED CORN PRODUCTS

Capacity, 16,000 Bushels

"RUSSELL'S BEST"
"AMERICAN SPECIAL"

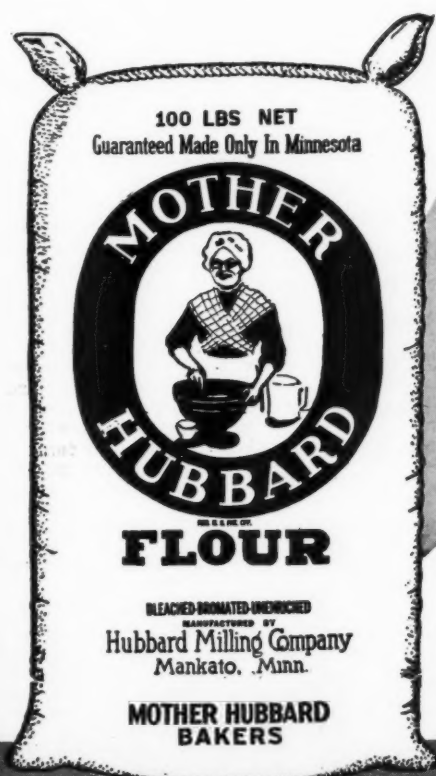
Our mill is located in the high protein
wheat district of central western Kan-
sas, and secures most of its wheat
directly from growers.

RUSSELL MILLING CO., Russell, Kansas

Preferred since



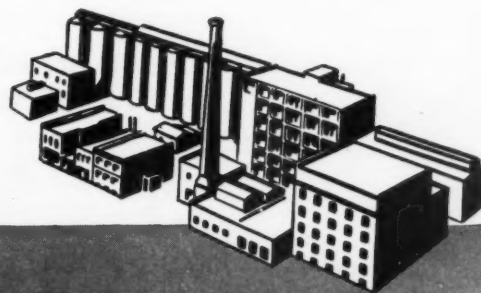
For over 74 years, MOTHER HUBBARD has been a quality yardstick the country over. Constant testing and re-testing is your guarantee that this same high standard is maintained from year to year. Entrust your baking results to MOTHER HUBBARD FLOUR . . . you'll be amazed at the greater yield, finer flavor, and better keeping qualities!



Other Famous HUBBARD Flours:

**SPRING MAIDE
SUPERLATIVE**

**KING HUBBARD
SONNY HUBBARD**



HUBBARD MILLING COMPANY

MANKATO, MINNESOTA

Western Waxed Paper Host to Bakers' Group

SAN LEANDRO, CAL.—A common interest in the production of waxed breadwrappers brought the Northern California Bakery Production Mens Club and the California Section, American Association of Cereal Chemists together for a combined meeting, held under the auspices of Western Waxed Paper Division, Crown Zellerbach Corp.

Approximately 85 members of the two organizations toured the San Leandro plant and research laboratory

of the firm to learn at first hand how waxed breadwrappers are produced.

A dinner meeting was held, after the tour, in nearby San Lorenzo. Introduction of Western Waxed Paper executives was made by C. L. Dilling, manager of the San Leandro plant. Following the brief business session, H. W. Huntsman, assistant San Leandro plant manager and sales manager of the division, spoke on the history and products of the company.

How Western Waxed Paper is helping bakers to sell more bread was the topic of a talk by Robert F. Ohrenschall, John O'Rourke Advertising, San Francisco. Mr. Ohrenschall

described several phases of a new promotion program recently launched by Western Waxed Paper to increase consumption of bread in the West. The program includes a full-page, full-color advertisement in the October issue of Sunset magazine, stressing the advantages of eating more bread. The company has also prepared a 20-page bread recipe booklet which is being sent free upon request to readers of the magazine. The company has already received several hundred requests for the booklet. A second advertisement is appearing in the western edition of Parent's magazine in December.

Pillsbury Adds to Springfield Plant

SPRINGFIELD, ILL.—A half million dollar warehouse addition to the Pillsbury Mills, Inc. property in Springfield has been announced by plant manager R. J. Kerber.

Approximately 80,000 sq. ft. of enclosed track, brick and steel warehousing will be erected on the north end of the modern bakery mix plant.

Ground was broken about Nov. 15 and the building should be complete within five months.

"This is one step in the company's current program to place emphasis on modernization of production facilities," Mr. Kerber said. "It will be a great improvement in our materials handling procedure."

Finished goods from the entire plant will go to the new addition for loading into cars. The majority of the mills' loading operations will be centralized there.

The Pillsbury plant now combines three milling units, a bakery mix plant, a mix packaging plant, elevators, laboratories, offices and three warehouses.

—BREAD IS THE STAFF OF LIFE—

Get AIB Training

CHICAGO—In the first class of its kind given by the department of bakery sanitation of the American Institute of Baking, department personnel recently held a three-day training course for inspectors of the Missouri State Department of Health and Welfare. The course was given at the request of John H. McCutchen, director of the health department's bureau of foods and drugs. The purpose of the class was to acquaint inspectors who will be handling bakery inspections with the techniques and requirements of this work.

Two of the three days were spent in a Springfield, Mo., bakery, to familiarize the inspectors with bakery production methods. Allen Lawrence, president of the Colonial Baking Co., offered his plant and cooperation in this phase of the program. Louis A. King, Jr., director of AIB's sanitation department, and Philip T. McDonald, supervising sanitarian, delivered lectures and showed slides during one day of the course. The director of research for Campbell-Taggart Associated Bakeries (of which the Colonial firm is a member), Dr. Wendell Reeder, supplied technical information during discussions on laboratory examinations and pan washing. Other subjects covered were the background of AIB's inspection-training program, fundamentals of bakery cleaning, foreign material control, and preventive sanitation methods.

—BREAD IS THE STAFF OF LIFE—

INTERNATIONAL BREAD CONGRESS

HAMBURG, GERMANY—An international bread congress will be staged May 22-26 in Hamburg, in connection with the 1955 bakery exhibition. The congress will be promoted by the Federal Ministry for Food and Agriculture, Bonn. Problems on bread, flour and grain will be discussed by specialists. Bread congresses have previously been held at Prague and Rome.

THE NEW CENTURY CO.

3939 So. Union Ave. Chicago 8, Ill.

Always in Market for Flour and Feed

Producers of
DRIED BREWERS' GRAINS

THESE LEADING FIRMS WERE ADVERTISERS IN THE 1954 ALMANACK

Alden, Vern E., Co.
American Molasses Co.
Appraisal Service Co.
Archer-Daniels-Midland Co.
Atkinson Milling Co.
Barr Shipping Co.
Bjornstad, Asbjorn P.
Blodgett, Frank H., Inc.
Bunge Corporation
Burrus Mills, Inc.
Cargill, Inc.
Chase Bag Co.
Chicago Board of Trade
Chubb & Son
Commander-Larabee
Milling Co.
Continental Grain Co.
D. C. A., Inc.
De Boer, W., & Co.
Delta Flour Mills, Ltd.
Early & Daniel Co.
Eckhart, B. A., Milling Co.
Einfuhrhandel Mannheim
Farmers Union Grain
Terminal Assn.
First National Bank
Fisher Flouring Mills Co.
Fulton Bag & Cotton Mills
Fumigation Engineering
Corp.

General Mills, Inc.
Gray, A. R., Ltd.
Griffing & Verkley
Hallet & Carey Co.
Harris County Houston
Ship Channel Navigation
District
Holt, Lowell, & Co.
Hunt Milling Corp., Ltd.
Inland Mills, Inc.
International Milling Co.
Johansen, Anth. & Co.
Jones-Hettelsater Construction Co.
Justesen, Brodr.
Klimpton, W. S., & Sons
King, H. H., Flour
Mills Co.
Knappen Milling Co.
Lamson Bros. & Co.
Leval & Co., Inc.
Loken & Co., a/s
Long, W. E., Co.
Luchsinger, Meurs & Co.
Lykes Bros. Steamship
Co., Inc.

Macdonald Engineering Co.
Madsen, Otto
Marsh & McLennan, Inc.
Meelunie, N. V.
Mennel Milling Co., The
Midland Flour Mills, Ltd.
Miller Publishing Co.
Mitchell, Hutchins & Co.
Monsanto Chemical Co.
Montana Flour Mills Co.
Nellis Feed Co.
Norenberg & Belshelm
Norris Grain Co.
North Dakota Mill &
Elevator
Novadel-Agenc Corp.
Omaha Grain Exchange
Osborne McMillan
Elevator Co.
Osieck & Co., v/h
Patchin Appraisals
Pillman & Phillips
Pillsbury Mills, Inc.
Preston-Shaffer Milling Co.
Rice, Daniel F., & Co.
Richmond Mfg. Co.

Ruoff, A., & Co.
Russell-Miller Milling Co.
Russell, D. T., & Baird, Ltd.
St. Cloud Milling Co.
Scully, Armand
Sheridan Flouring Mills
Simonds-Schields-Thels
Grain Co.
Skandinaviske Mel-Import
Smith, Sidney, Ltd.
Smyth & Co., Ross T., Ltd.
Springfield Milling Corp.
Staley Milling Co.
Standard Milling Co.
Stannard, Collins &
Co., Ltd.
Stratton Grain Co.
Thomas, Vaughan, &
Co., Ltd.
Tri-State Milling Co.
Uhlmann Grain Co.
Van Dusen Harrington Co.
Victor Chemical Works
Wallace & Tiernan, Inc.
Ward Feed Co.
Williams, H. R., Mill
Supply Co.
Wilson, Wirt, & Co.
Witsenburg, M., Jr., N. V.
Zeleny Thermometer Co.

Place your Advertising Early Final forms close
March 1st

For The Northwestern Miller

1955 ALMANACK

Where your advertising is seen throughout the year by all readers of *The Northwestern Miller*. Significant to every advertiser desiring to reach the Feed, Grain, Flour and Baking industries will be the 1955 ALMANACK edition of *The Northwestern Miller*.

This invaluable reference book will be received by all readers of *The Northwestern Miller* as a Section Two of the April 26, 1955, issue. The new Almanack will continue and expand the valuable statistical and informational service regarding crops, production, regulations, etc., for which this annual edition serves as an ever-handy "reference library."

Your advertising message will be seen time and again throughout the year in the Almanack as this indispensable volume will be retained and referred to repeatedly by readers who will be most receptive to your advertising.

Send in your space reservation today and assure yourself ample time in which to prepare your advertising copy, which can be accepted not later than March 1. Use the handy space reservation form below. Mail it today.

Features of the 1955 ALMANACK will be these departments, with their own material, such as

FLOUR— Packaging Laws
Production
Exports and Imports
World Import Duties

GRAIN— Wheat Standards
Corn Standards
Contract Grades
Elevator Capacity

BAKING— State Baking Laws
List of Industrial Movies
List of Baking Schools
Census Report
List of Largest Bakeries

FEEDS— Rules Governing Feed Trade
Definitions of Grain By-Products
Feedstuffs Analysis Table
Farm Animal Population
State Laws

FOREIGN— Regulations
Bleaching Flour,
Self-rising Flour
Packaging

SPACE RESERVATION ORDER for 1955 ALMANACK Advertising

MAIL
COUPON
TODAY

Advertisements are available to you in the following sizes and dimensions, at the rates indicated:

	Width	Depth	Price per insertion
Full page	7" x 10"		\$100.00
1/2 Page	4 1/2" x 10"		70.00
1/3 Page	7" x 4 1/2"		
	4 1/2" x 7 1/2"		55.00
1/4 Page	4 1/2" x 4 1/2"		
	2 1/2" x 10"		37.50
1/5 Page	7" x 2 1/2"		
	4 1/2" x 3 1/2"		30.00
1/6 Page	2 1/2" x 4 1/2"		
	4 1/2" x 2 1/2"		31.00

Special Positions—2nd and 3rd covers—\$25.00 extra; 4th cover—\$30.00 extra. Color red required.

Extra Colors—Red \$ 25.00 per page or less
Other than Red \$100.00 per page or less
Bleed Off Charge—\$10.00. Plate size 8 1/2" x 11 1/2", trim size 8 1/4" x 11 1/4" inches.

ALMANACK, Advertising Dept.

The Northwestern Miller

P.O. Box 67

Minneapolis 1, Minn.

Please accept our order for an advertisement.....
inches deep by..... columns wide to appear in
the April 26, 1955, ALMANACK edition of *The Northwestern Miller*.

FIRM NAME

ADDRESS

SIGNED DATE.....



RUGGED and dependable — those are the words that characterize America's fighting aircraft — and they aptly describe AMERICAN FLOURS too. They give uniform top baking performance day after day. So, for fine-bodied flavorful loaves, **BUY AMERICAN!**

Flour Capacity
4,000 Sacks

Grain Storage
5,000,000 Bu.

American Flours, Inc.

G. M. ROSS, President

FLEMING ROSS, Vice-President

PAUL ROSS, Secretary

T. G. McDONALD, Sales

NEWTON, KANSAS

Worth Looking Into



**New Products
New Services
New Literature**

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 3647—Ferment Formula

The American Dry Milk Institute has announced the latest development in its ADMI stable ferment process for baking bread and other yeast-raised products, namely, the new concentrate formula, following four-month tests. ADMI claims that this formula (1) permits the baker precise control over the finished dough temperature, (2) offers added convenience of using a constant volume of ferment for each dough regardless of flour absorption, and (3) effects economies in equipment inasmuch as the concentrate yields almost twice as much ferment. The institute has prepared operational information on the new concentrate formula. It is available by checking No. 3647 on the coupon and mailing it.

No. 3648—Ovens

Several design and construction changes are featured in the latest line of "Baker Boy" ovens manufactured by the Despatch Oven Co. An optional feature is the dual tray which permits bakers of limited



amounts of bread to double their pastry baking capacity by installing a second dual tray above the regular tray. The extra tray can be removed in seconds. Changes in external appearances are marked by complete porcelain panel above the door with white Dulux panels with no unnecessary trim or external screwheads. Stainless steel trim at top and bottom, as well as stainless steel door frame, does not require polishing. The "Moist-Master Steamdome" feature and exhaust system permit simulta-

neous baking of bread, rolls, eclairs and other foods without any flavor exchange, it is claimed. Six oven sizes are available, four or six trays, with 22 in. or 26 in. depth; 22 in. trays are designed for bakers who want greater bread capacity. For more complete information check No. 3648 on the coupon and mail it.

No. 3651—Mixer Folder

A new reference folder on Triumph Manufacturing Company's line of food mixers gives all pertinent information on the various types of Triumph food mixers available. The folder also contains information on attachments, beaters and whips with the proper application of each in mixing food. Check No. 3651 on the coupon and mail it to secure more complete information.

No. 3655—Roll Machine

A four-page brochure describing and illustrating the AMF-Union model "K" continuous-feed automatic roll machines has been issued by American Machine & Foundry Company's bakery division. The AMF-Union machine has a speed up to 25 pieces per minute, with a scaling range of one ounce to 4½ ounces, depending upon condition of dough.

Using a new dividing and rounding method with continuous dough feed, the machine is said to produce a uniform flow of accurately-divided and rounded dough pieces. It is synchronized to discharge directly into the cups of the AMF-Union Pan-O-Mat trays. It can also be used for manual panning. To secure more complete details check No. 3655 on the coupon and mail it.

No. 3656—Corn Sweeteners in Bread

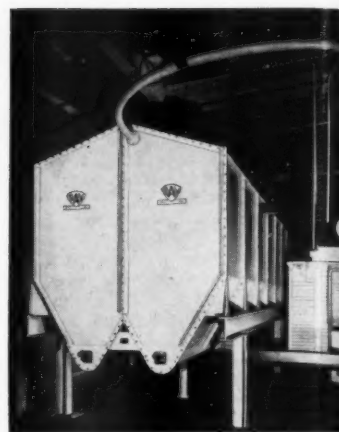
"Corn Sweeteners in Bread," a new research publication of the Corn Products Sales Co., is available to bakers without charge. The 32-page booklet discusses sweetening agents in general, the mechanism of fermentation in bread production, levulose, residual sugars in bread, crust color and toast color in bread, softness of bread made with various sugars, the flavor of bread and its consumer acceptance, the use of cerelose brand dextrose in bread and other information. Check No. 3656 on the coupon and mail it to secure this booklet.

No. 3657—Enzyme System

Glucose oxidase-catalase and gluconic acid will be the first products of newly-formed Fermco Chemicals, Inc. This enzyme system is used in the manufacture of stable dehydrated eggs (egg solids) for cake mixes as well as in other products where oxygen or glucose presents a stability problem. Dr. Don Scott, vice president, stated that Fermco will be in essentially full production this month. Dr. Scott has worked extensively with this enzyme system for the past three years. To secure more complete information check No. 3657 on the coupon and mail it.

No. 3650—Horizontal Bins

The Day company's horizontal storage bin shown in the Excelsior Baking Co. photograph handles a full truck load (400 cwt.) of flour. It is pneumatically loaded and mechanically emptied and savings of 15¢ to 25¢



per cwt. are claimed. With this bin, materials can be conveyed and discharged, at the point of use, automatically. The company manufactures both vertical and horizontal type bulk storage bins. Secure more detailed information by checking No. 3650 on the coupon and dropping it in the mail.

No. 3661—Sales Leaflet

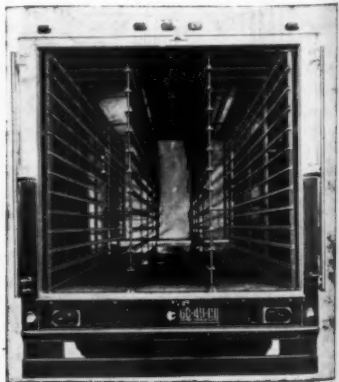
A four-page leaflet, listing 25 "ideas to help make more sales," has been developed by Kelly-Read and Co. Copies of the leaflet are offered at no cost. They cover such points as: Planning your working time; the importance of the first minute with the customer; making yourself understood; asking for the order, and keeping promises. To secure the leaflet check No. 3661 on the coupon and drop it in the mail.

No. 3654—Metal Ware

The new China garden series of Baret Ware, a collection of decorated metal ware with original designs on an ebony ground, is available to packagers of candy, beverages, and foods, it was announced today by the I. D. Co. Included in this series are a cigarette box, letter tray, ice caddy, waste paper basket, canape tray, and serving tray. To secure more complete details check No. 3654 on the coupon and mail it.

No. 3652—Bread Van

The Twin Coach Co. announces that expanding use is being made of its model FV-2490 Fageol Van as a bread relay truck, supplying smaller route delivery vehicles of bakeries. Cubic payload capacity of this model is 983 cu. ft. Removable steel racks hold 415 ten-loaf bread trays, giving the van a capacity of 4,150 loaves. With racks removed, the truck can be used to haul as much as seven tons of flour, lard and other heavy products.



Send me information on the items marked:

- | | |
|---|---|
| <input type="checkbox"/> No. 3647—Ferment Formula | <input type="checkbox"/> No. 3654—Metal Ware |
| <input type="checkbox"/> No. 3648—Ovens | <input type="checkbox"/> No. 3652—Bread Van |
| <input type="checkbox"/> No. 3651—Mixer Folder | <input type="checkbox"/> No. 3658—Cleaning Gun |
| <input type="checkbox"/> No. 3655—Roll Machine | <input type="checkbox"/> No. 3659—Electronic Oven |
| <input type="checkbox"/> No. 3656—Corn Sweeteners | <input type="checkbox"/> No. 3662—Ad Reprints |
| <input type="checkbox"/> No. 3657—Enzyme System | <input type="checkbox"/> No. 3664—Sorbitol |
| <input type="checkbox"/> No. 3650—Horizontal Bins | <input type="checkbox"/> No. 3653—Stapler |
| <input type="checkbox"/> No. 3661—Sales Leaflet | |

Others (list numbers)

NAME

COMPANY

ADDRESS

CLIP OUT—FOLD OVER ON THIS LINE—FASTEN (STAPLE, TAPE, GLUE)—MAIL

FIRST CLASS
PERMIT No. 2
(Sec. 34.9,
P. L. & R.)
MINNEAPOLIS,
MINN.

BUSINESS REPLY ENVELOPE

No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY—

The American Baker

P. O. Box 67,

Reader Service Dept.

Minneapolis 1, Minn.

it is claimed. Fageol Vans, sold and serviced by International Harvester dealers and branches, are manufactured by Twin Coach Co. The interior of this Ward Baking Co. Fageol Van is fitted with plywood roof and side lining, diamond plate steel flooring and removable steel tray racks. For more complete information check No. 3652 on the coupon and mail it.

No. 3658—Cleaning Gun

The equipment division of Magnus Chemical Co., Inc., announces the addition of a new steam-solution cleaning gun to its line of cleaning and processing equipment. This gun is suitable for cleaning and paint stripping of all types and sizes of machinery and equipment.

All that is needed is a supply of live steam, a container of cleaning solution and hose lines. No booster pump,

motor or tank is required. The passage of the steam through the gun syphons the cleaning solution into the gun where it mixes with the steam and is then discharged from the high velocity nozzle. The strength of the cleaning solution can be varied by a turn of the solution valve. Closing the valve enables the user to rinse with plain steam. For added information check No. 3658 on the coupon and mail it.

No. 3659—Electronic Oven

"Microwave Cooking" is the title of a brochure recently issued by the Raytheon Manufacturing Co. describing its product, the Radarange oven. The brochure states this all-electronic equipment has wide application in the commercial food industry. Examples of various applications are described and 10 advantages of this process are listed. Secure the brochure by checking No. 3659 on the coupon and mailing it.

No. 3662—Ad Reprints

Transichrome Co. has available new literature on its full color transparency process which explains a new special introductory offer and quotes reduced rates for quantity copies. These transparencies are made from actual ad reprints, tear-sheets or any other printed matter with full color fidelity, the company states. Shadow box, socket, cord and plug for point-of-sale display are also available. Certain changes in copy are possible with this method, it is explained. To secure more complete details check No. 3662 on the coupon and drop it in the mail.

No. 3664—Sorbitol

The Atlas Powder Company, food industry division, has prepared a booklet titled, "Sorbitol—Its Advantages and Methods of Use in Confections and Other Foods." Its contents include sections on what sorbitol is, how it improves food quality, its use in meringues, icings, coconut and candies, and information about sorbitol in special dietary foods, solid flavor pellets and labelling. To secure the 22-page booklet check No. 3664 on the coupon and drop it in the mail.



No. 3653—Stapler

Sam Abrams Co. has announced production of its stapler which is described as a "high speed electro-magnetic stapler." Slight pressure of the paper against the switch arm of the machine is sufficient to actuate the unit, which can also be equipped with a foot treadle if desired. Reported to increase production by 50% in some cases, the machine operates on 115 volts AC from any convenient outlet, is portable and weighs 10 lb. It is available with either a single head or a twin head. The twin-head machine

utilizing two staplers is operated simultaneously by the same actuating switch. Twin staplers can be mounted from 2 to 5 in. apart between centers. To secure more complete details check No. 3653 on the coupon and mail it.

CODING AND MARKING

"Code dating and marking machines for the flour milling and baking industries. Coding bread wrappers, cellophane and packages, etc., our specialty. Write for information on a specific problem."

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BAKERY PRODUCTS
uniform and reliable

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For Quality, Economy and Reliability, Use
BROWN'S HUNGARIAN
America's Premier Cake Flour
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BUSINESS CALLS FOR THE
FINEST EQUIPMENT and MIX

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introductory offer.

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HOBOKEN, NEW JERSEY



Quaker Bakers Flour

More Reason than Rhyme!

"Quaker Bakers Flour is specially designed
With up-to-date bakers like *you* in mind.
Yes, this versatile flour's your finest pick
'Cause baking formulas *change* so quick.
This short-patent flour is the finest of any
And yet it won't cost you one extra penny."

Call, write or wire

The Quaker Oats Company

Chicago, U.S.A.

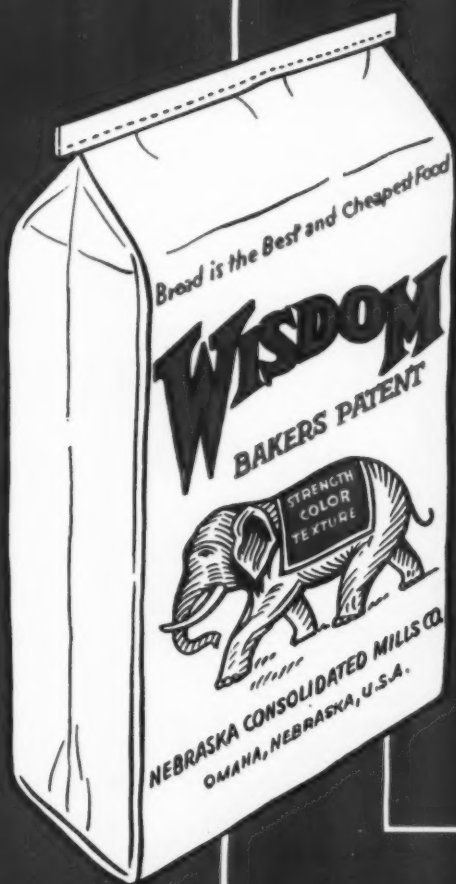
Mills at Cedar Rapids, Iowa • St. Joseph, Mo. • Sherman, Texas
and Los Angeles, California



FROM *Nebraska*

HOME OF TODAY'S BEST BAKING WHEAT

COMES AMERICA'S MOST *Versatile*
BAKERY FLOUR



WISDOM

Three factors are behind WISDOM'S reputation—Nebraska origin, high baking standards and laboratory control. Again this year Nebraska has produced a high quality wheat crop because it's grown at 2,500-4,000 ft. elevation, 98% of it is approved for milling and baking, and Nebraska producers have been averaging 5@10c bu. over the loan value when selling their wheat. WISDOM Bakers Patent—produced from a blend of these wheats—this year shows a shorter mixing curve, fine tolerance and increased absorption. And the constant laboratory control behind WISDOM is even more exacting this year, making certain that each car of wheat is of desired grade and quality before it is binned. Switch to WISDOM now.

NEBRASKA

Consolidated Mills Co.

General Offices — Omaha, Nebraska

NOW DELIVERING BULK FLOUR BY CAR AND TRUCK

Sara Lee Expands

CHICAGO—The Kitchens of Sara Lee, Inc. has just expanded its distribution into three additional states, it was announced by Charles W. Lubin, president of the Chicago bakery. The company's line of frozen goods is now being introduced into the Minneapolis-St. Paul area of Minnesota, and all of North and South Dakota. Van Praag - Osborn - LeGros Co., 200 Third Ave. N., Minneapolis, has been appointed as Sara Lee's representative for the new territories.

This is the latest of a series of expansion moves by the company. During the past two months, Sara Lee has introduced its products into a number of new markets, including Kansas City, Mo.; the eastern portion of Kansas; Omaha, Neb.; and Jackson, Miss. Distribution now covers 24 states.

As for all Sara Lee markets outside a 309-mile radius of Chicago, the cakes will be baked and fresh-frozen in the company's Chicago kitchens for shipment to the new distribution areas. The three products—all butter coffee cake, all butter pound cake, and cream cheese cake—will be sold to consumers through the frozen foods departments of supermarkets and food stores, Mr. Lukin said.

The Michael Lerman Co., 3446 Oakdale, Houston, Texas, has been named the Sara Lee sales representative for the Houston metropolitan market and the southeastern portion of Texas.



Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

A Sermon on Bread

From the Nov. 24 number of the *Courier*, a newspaper published for Edina and Morningside, suburbs of Minneapolis, comes this sermon on bread written by the Rev. Kenneth E. Seim, pastor of the Colonial Church of Edina:

THIS is the season of the year which we know as fall, or Indian summer, or Autumn. Call it what you will, this season does something to us. Are we more sensitive to color, with the brilliant leaves, yellow pumpkins, and bright fall flowers? Are we more sensitive to smell as each year we say there is a smell of fall in the air with the burning of the leaves. Does sound carry farther or are we just more sensitive to it? The call of the crow sounds nearer, the cock crow of a pheasant or the sharp quack of a duck seem to

be heard for better than a half a mile.

Does your memory run wild at this time of year and take you back to when you were in grade school? It may be that you came home as I did and smelled the fresh baked loaf of bread, hot and crisp and brown, just from the oven. Maybe your mother or grandmother cut a slice for you. Grandmother held the loaf against her breast and cut the bread by pulling the knife towards herself. Mother put it on a table and cut it, but either way I liked the crust best. Buttered with big hunks of yellow butter and spread with a quarter of an inch of fresh plum butter, it was fit only for a king or a small hungry boy. It was with a feeling of reverence that I took the first bite. The heart would flood, without being aware of it, with thankfulness. Certainly, it is not difficult to understand why in the dim past there was a religion with wheat as the focal point. Some have said our thanksgiving is but a refining of one of the ancient festivals of that religion. Today, instead of grain or wheat as the center of worship, in our Thanksgiving we worship Him who is behind the loaf and the kernel of wheat—God, our great and good provider!

It was the ancient Romans who celebrated the joyous festival called Cerealia. This was done in honor of Ceres, the grain goddess. It is interesting to note that the Chicago Board of Trade is topped by a golden statue of Ceres. But the Romans were not the only ones to worship a grain goddess, the Greeks, the men of Syria, Babylonia, Egypt, and China, all held the sanctity of the wheat and the loaf of bread. When we break bread with another today, it is a way of showing fellowship and this way of showing fellowship is universal. In some countries the feeling is increased to the point where when you share a meal with another, he becomes your friend for life. It is a religious ceremony. Even the breaking of the bread in the Sacrament of Communion carries with it this thought of fellowship — fellowship with our brothers in Christ and with God, the Father of us all.

It is only as I have grown older, and I hope wiser, that I begin to see why my Mother insisted we children not waste food and in particular, bread. It was more than just being frugal and hating waste of any kind . . . it had within it a part of the feeling of sacredness for bread. When we left a part of a slice of bread on our plates after a meal, Mother would say, "What a sin to waste it." It may have been more of a saying than an actual belief of sin in the act but nevertheless, there was this feeling for the Divine who "gives us all things richly to enjoy" and therefore, we are not to waste any of His gifts! Mother had many ways to prepare old bread; one time it would turn out to be like cake, the next time like pudding. Do you remember the story of the father who refused to say grace one evening and when pressed for a reason, said: "I'll ask

the blessing if you can show me one thing that has not already been blessed four times." Mother's bread was blessed many times and when a crust had to be done away with, it was crushed in the hand and given to the birds. That which the birds could not find went back to the earth from whence it came. The poet put all this in one sentence and I am sorry I cannot quote it completely: "Back of the loaf, the ear; back of the ear, the seed; back of the seed, the sod; and back of it all stands God."

In an earlier day it was a lot easier to remember this great truth. Mankind lived closer to the soil then. There were times of plenty and other times, just before the harvest, were times of real scarcity. Each year they had to depend on that year's crop. God is back of the loaf wrapped in wax paper which comes across the counter, in the same degree as He is back of the loaf which comes from the oven in the home, all crisp and brown. In a day when pumpkin comes in cans and cakes in boxes, and milk in bottles, and eggs in cartons, it is more difficult for us to remember that:

"Thou (Lord) crownest the year with Thy bounty; the tracks of Thy chariot drip with fatness.

The pastures of the wilderness drip, the hills gird themselves with joy, The meadows clothe themselves with flocks, the valleys deck themselves with grain,

They shout and sing together for joy. It behooves us as Christians to always remember this! — The Lord crownest the year with His bounty. The two men at Emmaus did not know Christ until He broke the bread and gave it to them. On this Thanksgiving Day and all the days to come, as we break bread may it remind us of God!

• • •

*** WHY SUPPORT UNWANTED FOOD? — We have had our greatest agricultural "problem" in potatoes and wheat. We have lost huge sums of potatoes and have huge surpluses of wheat. The potato and wheat shift in our diets poses an interesting problem: Is agriculture entitled to price supports for foods obviously in low demand? *** Americans have shown unmistakably over the years that they want less wheat and potatoes. We are a rich enough country to be able to eat better just as the farmers have become rich enough to use the automobile and tractor instead of the horse, electricity instead of kerosene and the gas engine. *** No one expects the farmer to continue the old, back-breaking way of life. Likewise he does not require that we eat any specific farm products. Yet we have had laws supporting high prices for potatoes and wheat, prices which encourage farmers to produce more of both. Somewhere, that system must be 200 per cent wrong. — Arthur Upgren, in *The Minneapolis Star*.

FORMULAS

(Continued from page 19)

Sift together and mix in until smooth:

- 3 lb. 12 oz. cake flour
- ¼ oz. cinnamon
- ½ oz. cream of tartar
- ¼ oz. ginger

Then stir in:

- 1 lb. 12 oz. chopped walnuts

Deposit on lightly greased pans, using a canvas bag and No. 7 plain round tube, into fingers about 2½ to 3 in. in length. Allow to dry for a few minutes and flatten out. Wash with an egg wash and bake at about 380° F.

Note: If desired, a whole walnut may be placed on each cookie before baking them.

WALNUT DROPS

Cream light:

- 2 lb. granulated sugar
- 1 lb. shortening
- 3 oz. milk solids (non fat)
- ½ oz. salt

Add gradually:

- 12 oz. whole eggs

Stir in:

- 1 lb. 8 oz. water

Sieve together and add:

- 3 lb. flour
- 2 oz. baking powder

Fold in and mix until smooth:

- 1 lb. fine ground citron
- 1 lb. 8 oz. chopped walnuts

Drop out on lightly greased and dusted pans about the size of large walnuts. Sprinkle chopped walnuts on top of the cookies and bake at 375° F.

WALNUT DELIGHT CAKES

Beat until light:

- 3 lb. yolks
- 2 lb. granulated sugar
- 1½ oz. salt

Then beat light:

- 4 lb. egg whites
 - 1 lb. 8 oz. granulated sugar
- Carefully fold the beaten egg white mixture into the beaten yolks.

Sieve and fold in carefully:

- 2 lb. good cake flour

Add carefully:

- 2 lb. chopped walnuts

Deposit into angel food pans of desired size and bake at about 375° F. When baked and cool, remove from the pans and then sprinkle the tops with powdered sugar.

WALNUT WAFERS

Cream together until light:

- 3 lb. granulated sugar
- 1 lb. 8 oz. shortening
- ¾ oz. salt

Vanilla to suit

Add gradually:

- 1 lb. 2 oz. whole eggs

Stir in:

- 1 lb. melted bitter chocolate

Add and mix in until smooth:

- 1 lb. 2 oz. cake flour

Stir in:

- 1 lb. chopped walnuts

Deposit on lightly greased pans using a canvas bag and a No. 8 or 9 plain round tube. Flatten the wafers before baking. Bake at about 340° F.

WALNUT-FRUIT MUFFINS

Cream together:

- 1 lb. 8 oz. brown sugar
- 1 lb. shortening
- 1 oz. salt

1½ oz. soda

Add gradually:

- 12 oz. whole eggs

Mix together and add while warm:

- 1 lb. 4 oz. ground pitted dates
- 12 oz. ground seeded raisins
- 2 lb. hot water

Mix together and add:

- 2 lb. cake flour
- 12 oz. whole wheat flour
- ¾ oz. baking powder

Then mix in:

- 1 lb. chopped walnuts

Deposit into greased cup cake or muffin pans. Bake at about 375° F. Remove from the pans while still warm in order to prevent sticking.

Bakery Merchandising

TELLING and SELLING

By Gladys Blair
Young & Rubicam, Inc., Chicago

Add Value to Your Product
Through Continuous Promotion

You are aware of the power of publicity in terms of the measurements of Marilyn Monroe, and the fashion decrees of Dior, but since a packaged cake has no sex life of its own, you may wonder how it can compete for newspaper, radio and TV space with bosoms and hemlines.

Well, whether it's the Kinsey report or a pork chop, Queen Elizabeth or a bottle of catsup, the doings of President Eisenhower or a jelly roll, the technique of publicity is the same. You choose something to tell about the subject, and then you tell it.

In the food field, most companies choose to tell how to use their products. The pages of any publication you pick up are full of pictures and recipes telling about ways to serve food. You see it on TV, and hear it on radio.

Advertising does the selling and publicity does the telling, and all media of communication are made up of these two things telling and selling. TV's cooking shows tell how to make something, and then they sell you the product to make it with. National magazines have food editors to tell people what to do with foods advertised in their pages. Newspapers have food editors to tell people what to do with foods they buy.

The sound reason for adding telling to selling is that you add value to the product by making it more useful to the purchaser. And the more ways a product serves a family, the better they like it, and the more they buy.

There are many notable telling campaigns in the food field. People have been told to drink milk so often by so many groups that they believe they have to drink so much milk every day to remain in good health.

The government in cooperation with dozens of groups has told about the importance of the seven basic food groups so often that practically everybody can name the seven groups they are supposed to eat some of every day.

The baking industry has an excellent, broad telling campaign functioning through the American Bakers Association and the American Institute of Baking.

These programs meet little resistance because the foods are basic. But you get to the fringe group, or the "choose" group, or the supplementary group, or whatever you want to call them, and it's a different story. There's all kinds of sales resistance, from people, doctors, insurance companies, nutritionists and all. Because "sweets" or desserts fall in this classification, and most everybody can think of a reason why you shouldn't eat sweets.

People don't eat desserts for health reasons—although they do make a contribution to good health. People eat desserts because they add pleasure to living, and provide that really

satisfying conclusion to a good meal. But they need sell, and they need tell.

Notable examples of good sell and tell campaigns on "choose" foods are those that have sold the public ice cream, jello, puddings—and there's a formidable campaign behind the use of cheese with fruit for dessert.

In your field, here is an example of what one company does with the sell-tell team. Advertising does the selling; publicity tells the many appetizing ways you can use the product. The nicest compliment I ever had was from a woman who said delightedly, "I never knew you could do so many interesting things with doughnuts!"

Cake gets some telling assistance from all media. Pick up any issue of any of the women's service magazines and you're sure to find that they all tell how to bake some kind of cake for some occasion. What they're really telling is how to use flour, baking powder, coconut, chocolate, nuts, pans, dishes and gas and electric ranges. They also may tell how to dress up a cake made from a mix. But few of them tell about packaged cake.

Why?

From the editor's viewpoint, the only way she can keep her job is to print recipes. Unless someone tells her how to do it, she thinks you can't print a recipe for a packaged cake. It's ready to eat—what can you say about it?

Furthermore, the cake industry isn't telling her much about packaged cakes. As an industry, how much packaged cake is sold through the pages of national magazines? How much in newspapers, over TV or radio? Who sends samples of good packaged cakes to editors? Well, if the industry doesn't think enough of its product to try to sell it, and the industry doesn't tell anything about how good its product is, or how to use it, why should the editor bother.

I have a great faith in the future of packaged cake. I know that the day is coming when you will have 90% or more of the home cake market as you have with bread. Not because you have a perfect product just waiting to be discovered, but because you have a product which fits into the living pattern of the American family.

What is that pattern? How do people live today? What are they striving for? Leisure — and money enough to enjoy it.

Today, more than 50% of our population lives in the country or in suburban areas. Last year they put 8% of their incomes into savings. Of what they spent, more money went into their backgrounds (their homes) and 19 million married women are working to help earn more money for more family leisure and pleasure.

The American family has come home again to make home the center of family activity. People want to

live in attractive homes that require little housework. They are entertaining more—casual entertaining that calls for snack foods. They're building family activity rooms that make a center of reading, TV viewing, sewing and music. And all industries are climbing on the bandwagon of this back home movement.

The clothing industry is making smart leisure time clothes. The furniture industry has created indoor-outdoor furniture that is practically impervious to kicks, nicks, burns, spills and soil. The food industry is busy pre-cooking foods for families. The packaged cake industry is—what is the packaged cake industry doing?

Well, you'd better get busy. Women have moved from baking cakes toward cake mixes, and the next step—the queen of the business is the packaged cake. And you'd better have it there.

You have about one generation, I think, to do what you have to do. At the most two generations.

Advertising Case History of Interstate's California Invasion Spotlights Promotion, Organization

SAN FRANCISCO — The "inside story" of how Interstate Bakeries Corp. used a "Saturation Advertising" effort to introduce its Blue Seal brand bread in one of the biggest single new market campaigns ever conducted was told in detail recently to members of the San Francisco Advertising Club.

The tale was told with facts, figures and names to a room crowded with advertising agency people and representatives of every phase of Northern California's bakery industry by Ernest B. Hueter, general advertising manager for Interstate, sixth largest baking corporation in the country and a company which has what is reported to be the third largest advertising budget in the industry.

Mr. Hueter, a native San Franciscan, came back to his home town from Los Angeles to tell the story of "Operation Blue Seal" to Bay Area advertising agency and bakery industry representatives. He has been with Interstate since 1947, directing advertising for the entire corporation from offices located in headquarters of the Western Division at Los Angeles. General headquarters for the corporation are maintained in Kansas City.

"To tell the story of Interstate Bakeries," Hueter declared, "is to tell the Horatio Alger story of its founder and president, Roy Nafziger. It is a fabulous story of a fabulous man who today, at the age of 68, acts more aggressively and is more forward-thinking than most men 30 years his junior."

"Taken out of school because of

My six-year old niece told her mother she didn't want a packaged cake for her birthday cake. "Start from scratch, Mommy," she said. "Buy a box of chocolate cake mix." To her generation, the box of mix is starting from scratch. Her daughter will count the packaged cake as "scratch," and she will personalize it for the occasion when she gets it home.

In the meantime, the packaged cake industry should improve its present product. It should diversify its line. If there is any complaint about packaged cake it is that there is too much sameness.

In the meantime, also, sell and tell. Impulse buying does make sales, but you can't expand a business on impulse buying.

There are women in your community who are not aware of the packaged cake and the opportunities for really good desserts it presents. You have to sell, and you have to tell, and if the whole industry does more selling and more telling, you will be helping each other shorten that span of years between now and the time when the packaged cake will be "starting from scratch."

the failure of his father's retail bake shop, Roy Nafziger built a bakery in the basement of a burned out church and in two years paid off all creditors and with one of those creditors built a new bakery.

"At 38 he was a millionaire with a chain of bakeries of his own. He was a pioneer in the industry," Mr. Hueter continued, "having been one of the first to commercially wrap and slice bread."

"He is an inventor, magician, musician, horseman and student. At the request of the banks, he took over management of the bankrupt Schulze Baking Co. and from this beginning in 1927, Interstate Bakeries was born."

"Mr. Nafziger has always been a great believer in advertising and has gambled the success or the failure of his bakery on the success or failure of two newspaper ads he bought in Kansas City on credit."

Today, Mr. Hueter told the gathering, Interstate is the sixth largest baking corporation in the U.S., operating a total of 29 bakeries from the Pacific Coast to the Atlantic Seaboard.

It sells under the trade names of Butternut Bread, Blue Seal Bread, Mrs. Karl's Bread, 4S Bread, Log Cabin Bread and Weber's Bread.

"Our seven cake bakeries," Mr. Hueter explained, "sell under the brand name of Dolly Madison Cakes and distribute their products in 38 of the 48 states. We employ 6,000 people and operate more than 1,500 bread and cake routes in the U.S."

"Our total estimated net sales for

Editor's Note: Contrary to many opinions expressed in the baking industry recently over the future prospects in the wholesale cake industry, the speaker quoted above believes that home baking of cake—with or without mix—is on the downgrade, and sees a large market for the baker with the proper promotion. Her talk was well received by the wholesale cake branch of the American Bakers Assn. during its fall convention in Chicago.

1954 are already more than \$92,000,000.

"Our net profit in 1953 was \$2,500,431, making us the fifth largest profit earner in the entire baking industry. Our earnings per share in 1953 were \$3.50 and our relative standing among the top chain bakers from an earnings per share basis is second in the nation.

"Interstate's total volume in 1943 was \$31,400,000. In 1953 it was more than \$86,000,000, a 174% increase in 10 years. With the exception of our newly acquired Northern California operations, our products are, in the majority, first in each market from a sales standpoint and in no instance are we lower than second in the market."

This phenomenal growth, he declared, is the "direct result of sound thinking and efficient, aggressive, ethical operation. Our policies are basic and few.

Quality of Product

"First, we insist upon quality of product above all else, regardless of cost or difficulty of production. Much of our profit has gone back into equipment to insure the latest facilities to enable us to consistently produce a top quality product.

"Our sales force is young and aggressive and well trained in the fundamentals of ethical salesmanship. Our labor turnover is one of the lowest of any company in the nation, a direct reflection of the organization and its leaders.

"We operate as a team in Interstate. There are no cliques or divisions. Our general office personnel (sales, advertising, personnel, sanitation, safety, production and cost control departments) are looked upon as service departments to aid the plants.

"Our managers run their own plants and call upon the general office for help and guidance, rather than the general office telling the managers what to do."

They Believe in Advertising

Mr. Hueter went on to tell the advertising agency personnel present at the meeting that "I enjoy one of the most enviable positions of all advertising managers, for I work for a boss and a company which believes unqualifiedly in the value of advertising.

"Our approach to a problem," Mr. Hueter declared, "is not 'how much

can we afford to spend?' but is instead, 'what do we have to spend to do the job?'

"Our advertising budgets (last year more than \$3,500,000 was spent on advertising) are determined by the advertising required rather than advertising being limited to the budget."

Interstate's advertising policies, as outlined by Mr. Hueter, demand "quality, reflective of the fine quality of our product with no gags, gimmicks or a striving to be cute or funny.

"We believe in honest simplicity and that bread is a basic item. We do not believe in elaborating on certain additives, delving deep into the technical aspects of production, or in over-exploiting such things as test panels, nutrition or sanitation.

"The public has a right to expect these things automatically . . . and gets them from Interstate . . . without a great amalgamation of words, ingredients and technical terms.

"We believe in brevity of copy, as exemplified by our newspaper and 24 sheet advertising. Quality art, copy and production are must items and we are willing to pay for those items.

"We believe in repetition of a theme with as extensive and intensive a schedule as possible. And we believe in promoting the most attractive packaging we are capable of developing."

Mr. Hueter paid high tribute to Mrs. Vee M. Bear, Interstate's director of advertising and pointed out that Mrs. Bear was honored by having one of her 24-sheet designs win first prize in its division at a recent Chicago Art Directors' exhibit.

Advertising Ideas Explained

In explaining the concentrated campaign in the San Francisco Bay Area, Mr. Hueter declared "with approximately 30% of our bread business in California, it was only natural that sooner or later we would move northward to complete the distribution pattern.

"In April Interstate purchased the Remar Baking Co. of Oakland, a plant with about 60 routes selling under the name Sunbeam. In June we purchased the Buttercream Baking Co. in Sacramento, also selling under the brand name of Sunbeam."

At this point, Mr. Hueter ex-

(Continued on page 53)



RINGING THE cash register

MERCHANDISING HINTS FOR THE RETAIL BAKER

A public bulletin is a customer service which can be a good traffic builder and build up the store's reputation of being community service-minded. Here's the way one retail baker handles the service. Customers are invited to use the bulletin board free of charge to announce wishes to buy, sell or exchange goods or services. One clerk is responsible for supervision of the board—providing paper for notices, reading notices before they are posted to see that they are authentic and not objectionable, and checking periodically for unauthorized or outdated notices. A limit is put on the amount of time any one notice may remain on the board. Customers are required to use paper provided by the store since this makes the appearance of the board more uniform and allows easier control of the board. Providing this service does not take too much time or trouble, and it's a good magnet for drawing store traffic. Also, it adds to the friendly atmosphere of the store.

Bulletin Board

Window displays, to be most effective, must be synchronized with in-store promotions. Keep window displays simple, clean, neat and timely. Remember that sunlight fades colors in your window displays quickly so provide adequate protection. Use harmonious color combinations in your windows. Change the window display merchandise frequently—about once a week. Use a display theme by using a talking sign, ad reprints, demonstration, pointed selection of items or a colorful window streamer to tie the window display in with the store promotion. A rule of thumb: The larger the number of items, the smaller the drawing power of each.

Employee bonus plans take varying forms but one successful Illinois retailer finds his system of basing it on the previous year's business works best. Five percent of all sales over that is divided equally among all employees. Seventy-five percent of this bonus is paid monthly—25% at the end of the year. A Missouri owner pays his foremen 1% of the net profit each month. Other employees receive 1/2 of 1%. If a month shows a loss, nothing is deducted, but bonuses are not resumed until the loss is made up. Employees with one year or more of service are eligible. The owner states that 75% of the employees are definitely more interested in doing a more efficient job.

Bonus Plans

It is up to management whether a retail business will fail or succeed, according to a Dun & Bradstreet report. Of all the retail firms that went out of business in 1952, the report states that 89.4% of the failures resulted from some form of incompetence on the part of management. This is in contrast to the 10.6% that failed because of frauds, neglect, disaster or some unknown reason. Where management fell down is in not getting enough sales, according to the report. Here is where management was to blame: Inadequate sales 52.8%; competitive weakness 16.3%; excessive fixed assets 10.7% and inventory difficulties 10.5%. Ranking behind these were poor location, heavy operating expenses and receivables difficulties. Although these exact percentages may not apply to retail bakeries it cannot be disputed that inadequate sales are the chief hazard to guard against.

Causes of Failures

Some simple but valuable suggestions for store layout are provided by a prominent manufacturer in a booklet on retail merchandising. The suggestions are: (1) Arrange entry to lead customers into the store; make the entryway obvious and inviting. (2) Plan a natural flow of traffic past all main displays; floor covering patterns and display arrangements can create natural aisles past displays. (3) Keep most popular merchandise and advertised specials near the rear of the store; this gives customers a good opportunity to see other products. (4) Locate service counter and office near rear of store. (5) Put high profit items and "impulse purchased" items in the front of the store near the main traffic lanes and windows. (6) Work for general orderliness, but keep the busy look. (7) Use light and color to create a pleasant buying atmosphere.

Store Layout



WINDOW DISPLAY—A well-thought-out window display can result in added sales and increased profits, as illustrated in the example shown above. Built around aluminum foil streamers supplied by the Cochran Foil Products Co., Louisville, inverted aluminum foil plates and pans are also used to indicate quality products and lend eye-appeal.

THE BAKE SHOP

Trouble Shooter

Doughnuts

I am opening a doughnut shop in the near future and we plan to make all varieties of doughnuts. Please send me several unusual varieties of make-up and toppings. Thank you.—J.G., Texas.

I would like to suggest that you purchase a booklet entitled, *The Bake Shop Formula Book, Vol. 2*. This booklet contains a chapter on doughnuts. The price of the booklet is \$1.00 and it may be obtained from: *The American Baker*, Box 67, Minneapolis, Minn.

Sweet Rolls

I am having trouble with my sweet rolls. They are dead in flavor and they do not stay soft. The following is my formula:

12 oz. sugar; 12 oz. shortening; 1½ oz. salt; 4 oz. milk powder; 1 oz. Diamalt; 6 whole eggs; 6 oz. yeast; 1 qt. water, cold; 1½ lb. roll in mixed with some butter; 1½ lb. cake flour; 3 lb. bread flour; lemon, mace and nutmeg.

Please try to help me with my trouble or give me a new formula.—E.R., Ill.

I would like to suggest that you increase the sugar in the formula from 12 oz. to 1 lb. If you are using regular shortening, I am sure that the use of the emulsifying type shortening to replace it will improve the keeping quality.

I note that you use 6 whole eggs. If you will change that to 6 oz. of whole eggs plus 6 oz. egg yolks the quality of the rolls will improve.

Brownies

I have been experimenting with a chocolate brownie for a few months, but can't seem to hit on what I want.

What I'm interested in, is a cake type brownie, one that will come up in the oven and stay there after baking and cooled.

It seems like all I have been able to make are the chewy type which, after baking, recedes. All the formulas I have tried have either a syrup or honey content. I like the idea of syrup or honey content for keeping quality, but it also seems to have given me the chewy type brownie.

I have seen cake type brownies at different meetings around the country, but just can't locate a formula for one. I would appreciate your sending me a formula for one.—R.W.K., N.D.

Here is a formula for brownies which you may wish to try out. I am quite sure that this one should fill the bill.

BROWNIES

Cream for 5 min. on second speed:

3 lb. granulated sugar
1 lb. 8 oz. shortening
8 oz. cocoa
1½ oz. salt

Add and mix for 5 more minutes:

1 lb. 8 oz. eggs
Vanilla to suit

Then add and mix in:

1 lb. 10 oz. cake flour

Mix in:

1 lb. 4 oz. chopped pecans or walnuts.

This will make 1 bun pan (greased and dusted). Wash with an egg wash. Bake at about 365° F. for approximately 50 min.

White Bread

I would like the formula for a loaf of soft white bread that will keep well and toast well. Do I need a bread conditioner? Please state the mixing time.—A.H.H., N.Y.

I have your request for a formula for making a soft loaf of white bread that will keep well and toast well. Here is a formula for a straight dough and another for a sponge dough that you may wish to try out. It is impossible for anyone to give a definite mixing time as this can only be found in the individual bakery. If either one of these formulas does not produce as soft a loaf as you desire, I would like to suggest that you contact your shortening supplier and obtain from him a special shortening made for bread use. This shortening is manufactured especially for this purpose.

There are a number of bakery supply houses who handle bread softener and you may discuss this matter with them.

SPONGE WHITE BREAD

Sponge.

60 lb. flour
36 lb. water
2 lb. yeast
1 lb. malt
4 oz. yeast food

Sponge temperature 75° F. Time 4½ hours.

Dough:

40 lb. flour
34 lb. water (variable)
2 lb. 4 oz. salt
8 lb. sugar
6 lb. shortening
6 lb. milk solids (non-fat)

Dough temperature 80° F. Floor time dependent on flour strength.

WHITE BREAD

50 lb. flour
34 lb. water (variable)
1 lb. 2 oz. yeast
1 lb. 2 oz. salt
4 lb. sugar
3 lb. milk solids (non-fat)
3 oz. yeast food
8 oz. malt
3 lb. shortening

Dough temperature 78° F.

To the bench 2½ hours. No punch.

Christmas Cookie

About 10 or 15 years ago you had a formula in *The American Baker* for Christmas cookies which could be cut out in various shapes such as Christmas trees, etc. I have lost the formula for this special cookie and wonder if you could print it again.—W.S.R., Iowa.

The formula for a special Christmas cookie which was printed several years ago in *The American Baker* and to which I believe you are referring is the one for honey cookies.

HONEY COOKIES

Cream together:

10 oz. sugar
¾ qt. honey
¾ oz. salt
1¼ oz. soda
½ oz. ground anise seed
½ oz. ground cardamom seed
¼ oz. ammonia
¾ oz. cinnamon
¼ oz. allspice

Add gradually:

8 oz. whole eggs

Stir in:

4 oz. milk

Sift and mix in:

3 lb. 12 oz. pastry flour

Then add and mix in until smooth:

4 oz. melted butter

Roll the dough out to about ¼ inch thickness. Then cut out various shapes using holiday cutters (Santa Claus, Christmas tree, etc.). Place on lightly greased pans and bake at about 350° F. When baked and cool, decorate them with royal icing.

Royal Icing

Beat together until light:

5 lb. powdered sugar
1 lb. egg whites
¾ oz. cream of tartar

Keep icing covered with a damp cloth as it hardens readily.

—BREAD IS THE STAFF OF LIFE—

RAISIN SHIPMENTS DROP

FRESNO, CALIF.—Shipments of California raisins to the trade in the U.S. and Canada in November totaled 16,834 tons, 1,640 tons less than November, 1953. This was reported by Norman J. Katen, manager of the California Raisin Advisory Board, from information released by the Raisin Administrative Committee. Mr. Katen said bulk shipments account for 27,407 tons of the season to date total of 60,657 tons. This is 1,748 tons, or 2.8% less than shipment totals for the same period last year.

Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of *The American Baker*. He will answer and analyze production problems without cost to you:

(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

The American Baker, P.O. Box 67, Minneapolis 1, Minnesota

First Aid For ADVERTISING

Q. *Because of some unforeseen expenditures, I have found it necessary to cancel the rest of my scheduled radio programs. The radio station manager tells me I must make a partial payment for these, even if they are not broadcast. Is this true?—L.A.D., Minneapolis, Minn.*

A. Consult your lawyer for full details, but it is quite possible that your radio manager is right. That's why it is extremely important that bakers insist upon a written "cancellation without penalty" clause when they sign a radio contract. Frequently, this contract clause is not included unless specifically requested, and the resulting situation is the kind that you have.

Q. *We're planning to buy uniforms for all of our route men. How can I get the maximum advertising benefits from this source?—W.B.J., Cincinnati, Ohio.*

A. Attractive trucks and attractive uniforms create a feeling of success, and folks like to trade with successful firms. Buy the best quality uniforms you can possibly afford. It's your greatest economy in the long run. Choose attractive color contrast (such as dark blue with bright yellow trimming) and include the name of your business, address, and your slogan on the back of the shirt or jacket. Name tags have been found to help build a friendliness between drivers and customers. You'll find it one of your best advertising means as your drivers are seen by several hundred people each day.

Q. *We need help in planning an inexpensive window display that will attract notice from the street. Any ideas?—J.W.B., St. Louis, Mo.*

A. A successful and cheap window display is found by using local photographs. Try building a display around the photographs of the local high school graduates, or the new babies in town. One baker has photographs of local couples celebrating their wedding anniversaries. He completed the window with a bakery display of anniversary cakes.

Q. *Can I make good use of direct mail at a minimum cost? How do we get our names for the list?—W. J., Nashville, Tenn.*

A. Yes, wholesale and retail bakeries can use direct mail to a good advantage, with low cost. The biggest advantage of direct mail used with a minimum amount of money for maximum returns is the SELECTIVITY. You can control the expenditure avoiding most of the advertising waste spent reaching uninterested folks because you control the mailing list. Many bakers report beginning their mailing list with the names of their present active customers. Getting a list of the local civic, fraternal, and social club presidents and the dates of their monthly meetings will result in additional sales for their party refreshments. Some cities have special route systems where you can select specific routes within your trade area. A mass hit-and-miss mailing is expensive and will give little results. But a select list of names of regular and potential customers will prove a good investment of time and money. The two-cent postal card can do a good selling job, or you can go into more elaborate preparation.

Q. *During a recent trip, I observed many store-front signs, sandwich-men signs and curb signs. I saw one parade, too, featuring all the local businesses. What is the first thing to do for this kind of advertising? I have seen very little of it in this locality.—J. H., Evansville, Ind.*

A. The first thing to do is to check with your local authorities when planning any unusual activities, parades and the like. Be sure to have local legal permission before displaying any curb signs, sandwich signs, or sidewalk store front signs. Frequently, these are prohibited by local ordinances. You can wind up to the tune of a local fine instead of the jingling of the cash register!

This column is a monthly feature for bakers. If you would like help on any of your own advertising problems, or on activities for building good-will and public relations, write The Editor, The American Baker, P.O. Box 67, Minneapolis 1, Minn.

ADVERTISING CASE HISTORY

(Continued from page 51)

plained, Interstate was faced with several unusual problems.

"The brand name 'Sunbeam' was a franchised name claimed by Quality Bakers of America. It was natural to expect that we wanted to bring out, in addition to the Sunbeam name, a brand name of our own.

"Our biggest brand," Mr. Hueter continued, "is Butternut. But we could not use that name in San Francisco because it was already employed by Langendorf. In addition, the blue gingham and falling slice design package developed by Interstate was acquired years ago by Kilpatrick's.

"Thus, the next most logical brand was our Blue Seal line, a highly successful brand used by us in Buffalo."

Another problem was the fact that much of Interstate's advertising was already in active distribution in Northern California. The company's prize winning 24 sheet poster design series and its TV series were both sold to a San Francisco baker who had become competition.

Cisco Kid radio and TV was another Interstate advertising property which had also been sold to a competitor. These had to be reclaimed.

"Advertising agencies also posed a problem," Mr. Hueter said, "because we 'inherited' two agencies from our two new plants. In keeping with Mr. Nafziger's policy, these agencies were maintained even though we had an active agency of our own.

Unusual Advertising Problems

"Therefore we were in the unusual situation where three advertising agencies, totally foreign to each other, pooled their capabilities to develop together one of the biggest single market bread campaigns ever to be conducted.

"Once the two new plants were integrated into Interstate, we had to plan our sales and advertising course. Having adopted the package and brand of Blue Seal, our next step was to plan a campaign with a theme.

"To sell bread is not easy at best. To be effectively original is even more difficult. However, we had a quality—a prestige—product to sell, so it was obvious that our advertising be built around that point.

"Thus we worked at and finally earned the Good Housekeeping guaranty seal. After eight months of intensive testing, copywriting, analyzing, inspecting and double checking, the Good Housekeeping Institute Laboratories accepted Interstate products.

"We sent to New York for inspection the equivalent of a plane-load of bread, all items from each of our plants, plus formulas, ingredient analyses, all wrapper copy and all advertising.

"Our plants were thoroughly inspected and our products spot checked on the market. We are to date the only bread baker in the U.S. who has earned the Good Housekeeping seal.

"Thus our campaign theme was obvious—"The bread with two seals of quality"—the guaranty seal of Good Housekeeping and the bakers' blue seal of assurance. The resulting campaign introducing Blue Seal bread broke in Northern California from Redding south to Palo Alto.

"We not only introduced an entirely new bread line in addition to Sunbeam, but we also 'invaded' the

San Francisco market, a stronghold of major wholesale bakers. Previous to the campaign Remar had about 99% distribution in the East Bay but only a few token routes in San Francisco.

"San Francisco is a rough market. Well established in the area are Continental Baking Co., largest in the country with about 40 Wonder bread routes; Kilpatrick, now a member of Campbell-Taggart, third largest chain in the U.S., with perhaps 50 routes; Langendorf, largest independent in the West, with approximately 45 routes, 30 Holsum routes and 45 Butternut routes. Also well entrenched are Oroweat, Homekraft, Cassou and Renon.

Competition Heavy

"With our own plant," Mr. Hueter declared, "we were competing with nine large bakeries in the Bay Area for the 1,696 food outlets in San Francisco and the Northern Peninsula.

"We moved into San Francisco with 21 green salesmen on 21 new trucks loaded to the gunwales with Blue Seal bread but with not a single stop! However, we were well prepared. The city had been laid out by routes and every single store was visited anonymously.

"We knew the stops we wanted. A large new depot had been rented, plant facilities increased, paper ordered, trucks bought and equipped, transports routed, order blanks prepared and an advertising campaign developed.

"A crew of new men was screened and hired and trained intensively to compete with good experienced bread salesmen. Sales managers and supervisors from the Southern division were brought to town for sales meetings and were formed into solicitation teams.

"Solicitors and salesmen rode their routes together in private automobiles. Evening critiques were held and plans were formulated for each day's activities. The night before the campaign broke telegrams were sent to more than 6,000 grocers in Northern California heralding the introduction of Blue Seal bread.

"The campaign broke with the Good Housekeeping October issue, radio spots, TV spots, full-page full color newspaper ads, courtesy benches, Cisco Kid radio and TV and grocer solicitations.

"Our sales force distributed during the next few days more than two and a half tons of Good Housekeeping magazines, one per grocer, included in a packet along with a reprint of our first newspaper ad, a letter from the advertising manager of Good Housekeeping and an autographed picture of Cisco and Pancho.

"Each employee was supplied with a full schedule of our entire campaign which was soon extended to include maximum use of outdoor and transit advertising. Trade paper advertising, football program advertising, and point of sale were also integral parts of the campaign.

"To support our outside advertising, we developed four point of sale pieces—a continuous banner, posters, shelf hangers and shelf strips. Salesmen were supplied with Blue Seal shirts and 'gag' ties and our trucks were decorated with bumper strips.

Most Intensive Campaign

"Our campaign to introduce Blue Seal bread to this new market was

the most intensive as well as extensive we have ever undertaken. We employed 33 major metropolitan and suburban newspapers, all TV stations in Northern California and almost all major and suburban radio stations. We bought heavily in all media and the entire campaign was six months in preparation.

"What are the results? It's a little premature to answer accurately, but within three weeks we had secured approximately 30% of all the stops in San Francisco and the Northern Peninsula.

"Every eye in the industry is on San Francisco and the 'battle of the giants'. It is a tough fight and will continue to be, but most significant of all is the fact that our campaign proves that the system of free enterprise is still very much in effect.

"Our competitors are competing most actively, but on an ethical plane and the American people have proved they are still receptive to sense, straightforward advertising and a quality product," Mr. Hueter concluded.

—BREAD IS THE STAFF OF LIFE—

Pillsbury Mills Booklet Includes Cake Formulas, Merchandising Ideas

Using the slogan "Cakes that make women leave home — to buy from you," the bakery division of Pillsbury Mills, Inc., Minneapolis, has issued an illustrated booklet of tested cake formulas and merchandising suggestions.

The firm points out in the booklet that a generation ago seven out of ten cakes were baked at home. Today, more than half of all cakes consumed in the home are bakery-made with the percentage steadily increasing.

The booklet is designed to help the baker secure his share of this growing market.

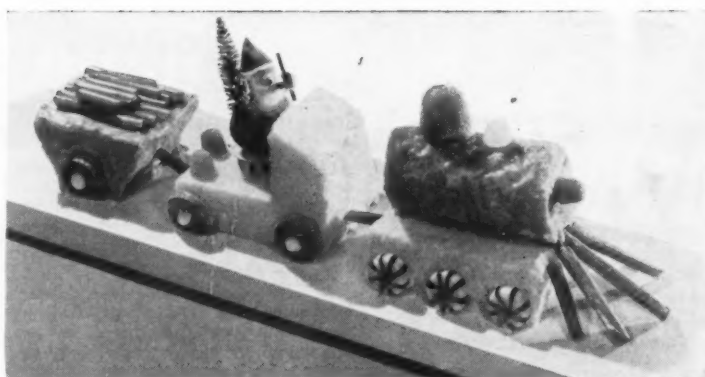
Leading the group of formulas is the \$25,000 first prize winner of the Grand National called "My Inspiration." Other formulas carry similar appealing titles such as "Caramel Nut Angel Food," "Starlight Double Delight," "Chocolate Buttermilk Pecan," "Royal Macaroon," "Hawaiian Cheese Cake," "Custard Angel Food," and "Cloth of Gold." The cakes themselves provide tempting displays for show windows or counters, and are extremely adaptable to wholesale production and distribution.

The Pillsbury booklet contains 16 formulas, plus taste-harmonizing icings and a picture of each of the finished products. Some of the formulas are tried and true fast-selling favorites. Others are relatively new. All have been bakery-tested by Pillsbury.

In choosing the formulas for their new booklet, Pillsbury bakers made their selection as varied as possible. They feel that the bakery that produces a variety of high-quality cakes is the one most apt to enjoy a steady increase of cake sales, the company states.

Among merchandising tips is the suggestion that bakers watch birth notices in the local papers so a complimentary cake can be presented to the parents of each new arrival. The "congratulatory" cake not only means new customers but continuous ones. A record may be kept and on subsequent birth dates the parents are reminded to purchase a birthday cake from the particular bakery.

Other sales suggestions include the preparation of "personality" birthday cakes and a cake-naming contest.



Baked Foods Featured on Magazine Cover as Part of Promotion Package

One of the best and most familiar of all cakes—pound cake, with its 200-year history and its favorite-with-everybody sales appeal—had an extra promotional push all over the U.S. in December. The authors were Woman's Home Companion and the Fleischmann division of Standard Brands, Inc., who worked together to publicize a brilliantly-conceived use of pound cake which was featured on the Companion's Christmas cover.

The Companion cover, which went on newsstands late in November, showed a gay toy train, complete with Santa Claus in the driver's cab and a freight car loaded with candy lumber. The train was designed by Catherine Wortman and to make it, one must use three pound cakes, one of them for the engine, the second for the driver's cab and the third for a little freight car. The directions printed in the Companion show the homemaker how to cut out and decorate the cakes and give the good advice that the cakes be purchased from the grocery or bakery.

Cake Demonstration

Both the Companion and Fleischmann's saw to it that newspapers and television stations learned about the Christmas "choo-choo train" and told their readers and viewers about it. More than 100 television stations (a third of all stations originating local programs) demonstrated the cake, putting it together with candies, Santa Clauses and pound cakes furnished them by Fleischmann's. Along with this package went detailed directions from Fleischmann's on how the cake can be put together "on camera" demonstrated in a period of five minutes.

Newspapers all over America received pictures of the cake, too, as a feature of the Woman's Home Companion regular promotion service. The picture caption suggested to the homemaker that she purchase her cakes and a copy of the magazine and then go to work with her own children to develop this dining room table centerpiece.

Still another part of the over-all promotion package that went out to America promoting pound cakes was a coast-to-coast TV network show. On Arlene Francis' famous "Home Show," which reaches a million and a quarter American homes, a food expert for the Companion put the cake together, decorated it and told her viewers how they could make the cake (or a reasonable facsimile thereof) in their own kitchens with the cakes purchased from their own bakeries.

The promotion of the Christmas "choo-choo train" is one of a great

many publicity and merchandising activities being carried on by Fleischmann's on behalf of bakers' products and the baking industry, company spokesmen said. Indications are that it sold an extra number of pound cakes during the Christmas season and even more than this it reminded homemakers once again of the quality and goodness of bakery goods. The Woman's Home Companion itself reaches more than 10 million women and television and newspaper publicity added many more millions of viewers and readers, they point out.

New York Bakers Club Nominates A. W. Drake

NEW YORK — The Bakers Club, Inc., nominating committee has submitted to the group's membership the following names as its selection of officers for 1955:

Arthur W. Drake, Short Hills, N.J., for president; Arthur C. Ebinger, Ebinger Baking Co., New York, for first vice president; Walter J. Stockman of Raymond F. Kithau, New York, for second vice president; and Ernest B. Keirstead, West Hartford, Conn., for treasurer. Frank A. Lyon is secretary.

Those nominated directors for a three year term include J. Paul Bryant, Fleischmann division of Standard Brands, Inc., New York; William E. Derrick, W. E. Derrick Co., New York; Emil Fink, Fink Baking Corp., New York; Jones E. Mapes, Anheuser-Busch, Inc., New York; Edward A. McLaughlin, Ward Baking Co., New York; Everett J. Ranney, Ranney Sales Co., New York; E. L. Timberman, Continental Baking Co., Bronxville, N.Y.; and Walter J. Stockman.

Recommended for three year terms on the membership committee were John J. Bennett, National Yeast Corp., Belleville, N.J.; Robert S. Swanson, S. B. Thomas, Inc., New York; and Hyman Waitzman, American Bakeries Co., New York.

Elections will take place Jan. 27 at the Bakers Club annual meeting.



Christmas Extravaganza of Miami's Holsum Bakery Completes 15th Year

The Christmas display set up in front of the Holsum Bakery, South Miami, Fla., is not for the people of South Miami alone; it is viewed by approximately 100,000 persons who come from distant points up and down the Florida East Coast each year to see "what Holsum has done this year."

This is the 15th annual display set up across the broad front of the office buildings, and again Charles M. Schwartz, director of advertising and publicity, has produced something new and different. Each year the theme is different and so developed that it will please old and young alike.

It takes just about a year to fully develop a theme, which starts at the drawing board in January and is worked on in his spare time throughout the year. This year's scene is an old English village with shops filled with real toys, a grog shop, a cobbler's shop, some houses and a real bakery where some Holsum products are displayed. In the background is a church, flanked by hills over which

horse-drawn buggies move on conveyor belts. Colorfully dressed people move into the lighted church.

The display is lavishly illuminated by some 1,400 electric lights. On top of the bakery are two 12-foot lighted trees, and above all is a giant wreath having 100 lights of varied colors. Heavy snow (special white sand) covers the ground, and backing it all are hills and clouds forming a beautiful background.

The boys and girls on sleds and skis sliding down the background hills move on conveyor belts. The houses are 12 ft in height, and many of the doorways are decorated with holly wreaths. The entire display covers an area of 54 by 22 ft ground space, and stretches across the front of the building to a depth of 22 ft. The office building is approached by a wide flight of steps which makes it ideal for such a setting.

A lot of publicity is given the display. Newspapers have been carrying feature stories concerning it, radio and TV stations have made

1955?

(Continued from Page 11)

employment trends, the increase in personal income and personal spending all point to an even better year in 1955—especially for the baker who continues actively to seek new ways to offer his customers higher quality baked goods and who uses good merchandising methods to make them aware of his endeavor.

Research in the fields of quality improvement and better merchandising are continuous projects of National Bakery Suppliers Association members. The fruits of these efforts are gladly offered as our contribution to the progress of the great baking industry.—George A. Seidel, Ad. Seidel & Son, Inc., president, National Bakery Suppliers Association.

many mentions of the unusual novelty of the display, and the Greyhound busses which run between Miami and Key West, and which pass the Holsum plant, stop in front of the display so that passengers may view it. Some 30,000 picture post cards are handed out to visitors.

Such a display takes a lot of work and planning, and the cost runs each year between \$2,500 and \$3,000.

Christmas Theme On Sunbeam Poster Occasions Praise

Letters, telephone calls, telegrams are still pouring in to local Sunbeam bakers and headquarters of Quality Bakers of America Cooperative, Inc., New York, in praise for the Sunbeam Christmas poster, shown in 1,567 key locations in Sunbeam bread markets from coast to coast.

"Never," says Robert L. Schaus, advertising director for the cooperative, "have I heard or experienced anything like it. Here's just one example: A woman wrote she hadn't eaten bread for months, but went right out to buy Sunbeam when she saw that poster. Civic and religious leaders have written to our local bakers to express their appreciation. They seem to feel this Christmas message is in the nature of a community service."

The poster—a reverent portrayal of Miss Sunbeam, trade-mark character for Sunbeam Bread, in an attitude of childlike prayer—seems to come alive under the brush of award-winning artist Howard Scott, group spokesmen say.

In the spirit of the Christmas Season, simple lettering over the child reads: "Not by Bread Alone." This message from the gospel of St. Matthew, Chapter 4, is signed "The Sunbeam Bakers."

"During the year our efforts are all devoted to the emphasis of the importance of bread, but Christmas is the time to restate life's spiritual values," is the way that Mr. Schaus explained it.

George N. Graf, general manager of Quality Bakers, says, "Selling Sunbeam in the conventional sense was clearly not the intent of this poster.

BEMA

Volume Increases and New Developments Ahead

1955 is expected to be a very good year for the baking industry. To forecast American business for the year ahead one must study volumes of statistics, scrutinize all signposts of economical trends and pre-consider conditions on a practical common sense basis. The economists and industrial planners whose job it is to interpret these figures and general indications, have been predicting that the over-all business outlook in 1955 will be better than in 1954. They visualize a better year ahead with substantial increases in sales volumes, industry proceeds and progressive developments. There is every reason to believe that the baking industry and its allied trades will follow this general economic pattern.

In furtherance of this belief of a bigger and better year for the baking industry for the mutual benefit of all, the American Bakers Association and the Bakery Equipment Manufacturers Association are co-sponsoring the 1955 Baking Industry Exposition. This will be held in Atlantic

City, N.J., Oct. 1-6, 1955.

Advance indications even at this early date evidence this will be the largest exhibition of bakery equipment and allied products ever held. This is factually brought to attention by the large number of applications for exhibit space already received and continuing to be received by the expositions committee, and the thousands of requests for room reservations already pouring into all of the Atlantic City hotels. What better tangible evidence could be presented indicative of a more prosperous year ahead for the American baking industry?

It is expected that everyone engaged in the baking industry will be exhibiting or in attendance at the forthcoming exposition. I join with the leaders of ABA and the expositions committee in cordially inviting everyone connected with this industry to attend the exposition. I should emphasize that those who plan to exhibit should submit their application for exhibit space now.—John E. Morrill, Union Machinery Co., Joliet, Ill., president, Bakery Equipment Manufacturers Assn.



Nevertheless, the power of such a simple subject to influence the thinking and emotions of so many is bringing just that about. There is no doubt that this is the most effective poster for Sunbeam Bread we have ever used."

—BREAD IS THE STAFF OF LIFE—

100 Million Doughnuts And Still Going Strong

HARRISON, N. J.—Max Stilger is one baker who believes that there can be a reward for sticking to one's job.

On the occasion in which he supervised production of his 100 millionth doughnut he was given a \$1,000 U.S. defense bond by William Burdick, vice president in charge of operations of the Chock Full o' Nuts Corp. Mr. Stilger is co-manager of the firm's bakery here.

Doughnuts have dominated Mr. Stilger's life ever since the bakery was established on S. 2nd St. almost eight years ago.

Typically, one day recently, after an eight-hour baking shift and 50,000 doughnuts, he went home, only to spend several leisure hours in "useful" research. He found that he had supervised the baking of 4,762 miles of doughnuts which, if placed in a line, would reach to Chile.

Mr. Stilger was an Air Force navigator during World War II. Along with Edward Ostrove he is co-manager of what is believed to be the largest direct-to-the-consumer bakery in New Jersey. Food baked in the Harrison plant is sold in 25 Chock Full o' Nuts restaurants in New York a few hours after they are baked.

About 50 of the 65 persons employed in the 17,500 sq. ft. bakery live in the immediate area. They bake 3,500 pies, 11,000 brownies and 1,700 double-length loaves of bread daily.

In addition to the bonus, Mr. Stilger will be given a life supply of doughnuts.

Mr. Stilger is proud of his job. "A doughnut is probably the one thing in the country you can still buy for a nickel," he remarked.

85% of Minneapolis Residents Buy Bakery Bread Exclusively

MINNEAPOLIS—Families in 85% of the 215,000 units living in Hennepin County, Minnesota, depend entirely on bakeries for their bread, it is revealed in a continuing survey of Minnesota living by the research department of the Minneapolis Star & Tribune. Minneapolis and a number of its suburbs are entirely within the confines of Hennepin County.

The 85% proportion is much larger than it is elsewhere in the state, according to the survey. A statewide study shows 59% of the households in areas outside Hennepin County consume only store-bought bread.

In 15% of Hennepin County households and 41% of those elsewhere in the state some of the family bread is home-baked.

A small group of homemakers—

2% in Hennepin County and 7% elsewhere in Minnesota—bake all of their bread.

Survey findings on family sources of bread show:

Buy all bread consumed ...	All Minnesota homes	By place of residence:		
		Cities	Towns	Farms
Buy all bread consumed ...	85%	78%	58%	38%
Bake all bread consumed ...	6%	3%	7%	14%
Both buy and bake ...	29%	19%	35%	48%
	100%	100%	100%	100%

Thus, 94% report buying at least some of their bread.

The percentage of Minnesotans buying any "regular white bread" is 84%, the survey indicates. These buyers include 89% of the city residents, 83% of the town people, and 72% of farm homemakers.

BREAD BAKING AND PURCHASING

Do you Buy or Bake Your Bread?

Do you BUY bread, or bake it here at home?	% BUYING ANY BREAD	Entire state		
		(yes)	Urban	Rural
BUY exclusively	83.9%	83.9%	88.0%	92.6%
BAKE exclusively	6.1%	6.1%	85.2%	58.4%
BOTH buy and bake	29.1%	29.1%	2.0%	7.4%
	100.0%	100.0%	100.0%	100.0%
By PLACE OF RESIDENCE (entire state)				
% BUYING ANY BREAD				
BUY exclusively	83.9%	83.9%	88.0%	92.6%
BAKE exclusively	6.1%	6.1%	85.2%	58.4%
BOTH buy and bake	29.1%	29.1%	2.0%	7.4%
	100.0%	100.0%	100.0%	100.0%

Brands of Bread Purchased:

Do you buy regular white bread?	(yes)	Entire state		
		Urban	Rural	
What brand are you now using?	89.4%	91.8%	88.6%	
Tayatee, American Bakeries Co.	21.5%	27.4%	19.5%	
Master, Zinsmaster Baking Co.	16.1%	16.0%	16.1%	
Holsum, Regan Bros. Co.	9.8%	12.0%	9.1%	
Wonder, Continental Baking Co.	8.6%	11.2%	7.7%	
Old Home, Metz Baking Co.	4.3%	4.4%	5.7%	
Top Taste, National Tea Co.	3.6%	4.4%	3.4%	
Star, Rochester Bread Co.	2.6%	2.6%	3.4%	
Bamby, Excelsior Baking Co.	2.4%	2.2%	2.3%	
Harvest Queen, Red Owl Stores	2.3%	2.2%	2.3%	
Sunbeam, QBA	1.8%	2.2%	2.3%	
Lakeland, Lakeland Bakeries	1.7%	2.2%	2.3%	
Pan O'Gold, Pan O'Gold Baking Co.	1.7%	2.2%	2.3%	
Eddy's, Eddy Baking Co.	1.6%	1.4%	1.7%	
Eggekviist, Eggekviist Bakeries	1.4%	1.8%	1.3%	
Baker Boy, Baker Boy Baker	1.4%	1.9%	1.9%	
Cox's, Cox Baking Co.	1.3%	1.7%	1.7%	
Hove's, Hove Co., Inc.	1.4%	1.4%	1.4%	
Duncan Hines, Kitchen Kupboard Baking Co.	1.3%	1.3%	1.3%	
Others	8.8%	2.7%	10.8%	
Buy it at a bakery	16.2%	17.6%	16.7%	
Don't know or brand omitted	8.8%	9.9%	9.7%	
	108.7%	108.5%	108.7%	

Percentages over 100 mean that several respondents said that more than one brand was on hand.

Mostly Personal...

Janice E. Guthrie, director of consumer research for Interstate Bakeries Corp., recently addressed a sales conference in San Francisco to mark the beginning of the firm's expanded advertising campaign in that market.

Edwin H. Freihofer, Freihofer Baking Co., Albany, N.Y., has been elected a vice president of a new firm, Lynch Dairy Products, Inc., which will do business in eastern New York as a distributor of dairy products.

Harry B. Gorsuch, director of institutional sales for the National Biscuit Co., has been elected president of the New York chapter of the Quartermaster Assn. A veteran of 38 years with Nabisco, Mr. Gorsuch is in charge of his company's sales to hotels, restaurants, military activities and institutional business. Long active in food matters concerning the military services, he is currently chairman of the food service advisory committee of the National Security Industrial Association, an industrial group assisting the Army, Navy and Air Force.

After 48 years of service **Herman Wulf**, accounting clerk in the Cincinnati branch of the Fleischmann division of Standard Brands Inc., has retired. During his almost half century of loyal service, Mr. Wulf became a well-known and beloved figure in the company and was the recipient of many congratulatory messages from Fleischmann executives and co-workers during the farewell celebrations that marked his retirement.

Wallace Glotta, former owner of the **Stafford (Kansas) Bakery**, will be foreman of the cake department with Mammel's, Inc., Hutchinson, Kansas.

Russell D. L. Wirth, president of the Red Star Yeast & Products Co., Milwaukee, recently, for the sixth successive year, played host at a Christmas party for 100 hospitalized veterans from the Veterans Administration Center at Wood, Wis. The



BAKER BUCKS — Pictured above are Peter Baggish, Julius Baggish Bakery, Inc., Hartford (left), and Louis Adelman, Bakers Equipment Co., Inc., West Haven, newly elected "Chief Buck" and retiring "Chief Buck" of the Connecticut Buck-and-a-Half Club. The photo was taken at the annual Christmas party of the group held at Waverly Inn., Cheshire, Conn., Dec. 14. A record 56 attended the 18th annual event in spite of terrible weather conditions. At the meeting the group voted a contribution to the Mansfield (Conn.) Training School to buy tricycles to train the muscles of underdeveloped children.

party was held at Milwaukee's Hotel Schroeder.

D. Marshall Harris, vice president and assistant general manager, Bowman Biscuit Co., Denver, has been chosen 1955 president of the Manufacturers Association of Colorado.

Ole K. Waage, secretary and controller, Mother's Cake & Cookie Co., Oakland, Calif., has been elected to membership in the Controllers Institute of America. Established in 1931, the Institute is a non-profit organization of controllers and finance officers from all lines of business.

N. S. Hymer, National Biscuit Co. sales executive, retired Jan. 1, it has been announced by **Lee S. Bickmore**, Nabisco's vice president for sales. Mr. Hymer has been director of all cooperative, voluntary and independent sales throughout the country for nearly 12 years. He will be succeeded by **Ralph W. Jones**, assistant director for the past five years. Mr. Hymer has completed 42 years with Nabisco.

W. B. Raymond, formerly in sales for Commander-Larabee Milling Co., Standard Milling Company and other flour mills, was elected in November to the presidency of Checks, Inc. This firm is licensor for the National Bondified Money Order System, whose licensees are corporations formed for the purpose of distributing and selling Bondified Money Orders in the major cities of the U.S.

John T. Sherry, Pittsburgh flour broker, has been elected president of the Shadyside Boys Club of Pittsburgh, a member of the National Boys Club.

Harvey J. Patterson, vice president of the bakery division, Pillsbury Mills, Inc., has returned from California after an extended trip to the company's Southwestern and Los Angeles offices.

J. A. McBride, Jr., secretary-treasurer, Omar, Inc., Omaha, has been appointed vice chairman of the social security committee of the Controllers Institute of America.

Charles B. Read, 63, who will retire Jan. 31 as general manager of all operations of the shredded wheat plant of the National Biscuit Co. in Niagara Falls, N.Y., has applied to the city council for appointment to the post of city manager of Niagara Falls.

Supermarket Top Management Meets

NEW YORK — Executives of four of the nation's largest super market organizations will lead discussions at Super Market Institute's top management meeting at Boca Raton, Fla., Jan. 9-13.

They include: J. C. Ernst, president, Lucky Stores, Inc., San Leandro, Cal.; S. N. Goldman, president, Standard-Humpty Dumpty Super Market, Oklahoma City, Okla.; N. W. Lurie, secretary and treasurer, Wrigley Stores, Inc., Detroit, Mich.; and Theodore A. Von der Ahe, vice president and general manager, Von's Grocery Company, Culver City, Cal.



WEBER EXPANSION—A \$650,000 expansion project by the Weber Baking Co., division of the Interstate Bakeries Corp., at its plant on San Fernando Blvd. and Linden Ave. in Glendale, Cal., has been completed. The project, in the form of a new addition and remodeling of another, are shown above. **R. Dale Weber, Sr.**, founder and president of the Weber division, said the new construction will permit a weekly output of 1,000,000 lb. of bread, more than double the former capacity and will be adequate for an expected large population growth in the years to come. The new addition contains such features as pneumatic handling of flour, bulk handling of materials and an indoor loading area.



Frank J. Wear

Ross Davis

James A. McBride

OMAR OFFICERS—Frank J. Wear has been named vice president in charge of operations of Omar, Inc., Omaha, it was announced by **W. J. Coad, Jr.** Other officers recently appointed include **Ross Davis** who is vice president in charge of sales, and **James A. McBride**, now vice president and secretary-treasurer. Mr. Wear had been district manager at Columbus since 1950. He joined Omar in 1930 and was formerly district manager at Milwaukee and Omaha. Mr. Davis was formerly general sales manager and since joining Omar in 1927 has been manager of the Milwaukee, Omaha and Indianapolis districts. Mr. McBride has had controller experience with a number of industrial firms before joining Omar in 1947.



NEW GMI DIVISION—Ralph E. Gaylord, general manager of General Mills, Inc. new institutional products division, prepares to sample one of the hundreds of baked items from this introductory display to company employees.

Grables Moves Into New \$185,000 Plant

MIAMI, FLA. — Grables Bakery Co. has moved into a new, modern building, erected at a cost of \$185,000. An additional \$100,000 was spent for equipment. Considered one of the South's largest retail bakeries, it was organized in 1937 by Hogan Grable, still the active head. Last year sales rose to \$1,500,000. Production now stands at more than 200,000 loaves each week. It operates 17 retail outlets throughout Dade County. Plans are under way to increase this number to 25 by the spring of 1955.

The new Grable plant's decorating room turns out more than 1,000 birthday, wedding or other special cakes each week.

—BREAD IS THE STAFF OF LIFE—

Construction Underway By Tampa, Fla., Bakery

TAMPA, FLA. — Harry's Cookies, Tampa, Fla., has announced a major expansion program in that city. Officials of the Tampa Chamber of Commerce participated in a groundbreaking ceremony for a new addition to the company's present plant at 401 North Willow St. Frank Frankland, president of the Chamber turned the first shovel of dirt and employees of the firm, headed by Everett L. Bishop, owner and manager, also took part in the ceremony.

The building program includes the ultimate utilization of the entire city block at the present plant site. First to be built are a much needed warehouse and garage. Enlargements of the main building will provide additional office space, sales rooms, a banquet room, two apartments for visiting businessmen and space for increased production.

—BREAD IS THE STAFF OF LIFE—

Some Banana Cake

PORTLAND, ORE. — "The world's largest banana-variety cake" was presented to Rosy the elephant, most famous and most recent member of the Portland Zoo, by the Portland Retail Bakers' Assn.

The presentation was the occasion of Rosy's fifth birthday, which developed into a pachyderm party that attracted hundreds of kids and parents. Candles were lighted by Cal Foulk, zoological society secretary, who did double duty by blowing them out since Rosy was reluctant to take care of that herself.

The eight sheet cakes which comprised the birthday cake were baked by Eddie Elk, co-owner of Moreland Bake Shops, Portland. Topping was some 150 bananas in their pristine state.

—BREAD IS THE STAFF OF LIFE—

AIB Class Graduates

CHICAGO—Alfred Collier, assistant sales manager for the Fred A. Lallemand Co., Montreal, was elected secretary of the current class at the American Institute of Baking recently. President of the class is Thomas C. Melville, sales representative for Standard Brands, Inc., Boston.

Mr. Collier represents the Lallemand company in its Ontario division, and his home is in Toronto. He has been associated with the company for two and a half years.

The class president is a resident of Newton, Mass. He has been employed with Standard Brands for four years, after being graduated from Boston University with a journalism degree. Class 66 held its graduation ceremonies Dec. 17.



These Requests Are "Duly Noted"

Management executives in the baking industry, and all other industries as well, have probably become accus-



Bill Lingren

tomed to the deluge of solicitations for subscriptions or donations received from all sorts of worthy projects, charities, funds and "move-

ments." Having become so accustomed, each has undoubtedly developed his own system of granting or rejecting such requests, using rules and regulations established over the years as a necessity to the proper handling of this mass of solicitations. Because the matter is of interest to all management executives we are passing on here a form letter which is unusually frank and forthright. It is a letter developed and used by Charles E. Forsberg, president of the Altstadt & Langlas Baking Co., Waterloo, Iowa. Here is the letter:

"Dear Friend:

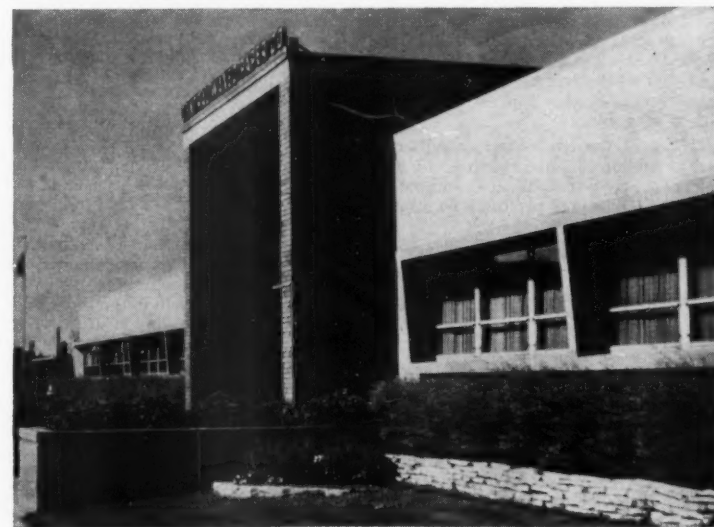
"Your invitation for subscription or donation received, and as Calvin Coolidge sagely used to say 'Duly noted.'

"Much as I am interested in your

worthy project, your plea unfortunately falls on barren ground. This is due entirely to the fact that during the past 22 years we have been forced by strikes and threats of strikes to increase our wages by 306.22%. In the meanwhile our bread prices have been reluctantly increased by only 88.13%, leaving a gaping void of some 218% which has to come out of surplus, and funds which otherwise would have been paid out as dividends to owners and stockholders.

"Frankly, this means that until Congress comes to grips with the problem which is eating into our moral and economic fabric, by outlawing compulsory unionism, enabling unions to rid themselves of mobsters and racketeers, so that management can deal directly with their own labor forces in individual or collective bargaining in sincere and amiable fashion, that my own personal, as well as our corporate donations and subscriptions must be confined to support of local church and United Charities.

"If I may make the suggestion, any influence you use to bring about a return to constitutional government and its consummate economic sanity, will serve to hasten that day when we will again be enabled to support the many cultural, civic and religious projects dear to the hearts of myself and millions of patriotic Americans.



INDUSTRIAL BEAUTY—The Central Waxed Paper Co., 5100 Roosevelt Road, Chicago, was cited recently by the Chicago Tribune for its "attractively designed, landscaped and well maintained" plant and office building. The citation added that the building, the front of which is shown here, adds emphasis to Chicago's industrial trend toward beauty as well as utility. The building, completed in 1951, is credited by the firm's vice president and general manager, George J. Cadotte, Sr., with uplifting morale, providing a more harmonious and contented atmosphere and a lower labor turnover. Since the firm manufactures waxed paper for the baking and other food industries it was decided that the building should be especially attractive, company officials said. Harlan K. Snyder is president, and L. G. Bodlenner, secretary and treasurer, of the firm.

"Thanking you for your kind suggestion and invitation to participate in your worthy endeavor, I am . . ."

Mr. Forsberg expresses his hope that such a letter will influence interested persons to work for "the return to free enterprise in business profits."

"The Fog of Skepticism"

A few years ago when the baking industry first began talking seriously about creating an industry-wide promotional program, it was pointed out that a primary function of such a campaign would be to create a "better atmosphere" in which bakers could operate.

E. E. Kelley, Jr., president of the American Bakers Assn., reporting on future plans for the industry-wide Bakers of America Program during last fall's ABA convention, commented that "if you stop to analyze that atmosphere you'll see reason for all of the activity."

"Our horizon is clouded by several factors—misunderstanding, distrust, false information, and adverse propaganda," he said. "The fog of skepticism penetrates into high places."

Mr. Kelley pointed out that there are members of the medical and teaching professions, people in high places in government and elsewhere who still cling to the idea that no one should eat anything but whole wheat bread. This feeling prevails despite the recognition which has been given to the baking industry's enriched product for its contribution to the fact that today the U.S. is a healthier, more vigorous nation.

"It has been and will continue to be our major campaign to clear this fog in the places where it exists," Mr. Kelley promised. "We have built a closer tie between our organizations and others who can help us. And every baker must be a part of this campaign."

The building of a "better atmosphere" in which the baking industry can operate is a most intangible objective. However, any baker who takes the time to think of a "better atmosphere" in the terms of his own local market will surely pitch in and do his part to make this industry-wide campaign a success.

—BREAD IS THE STAFF OF LIFE—

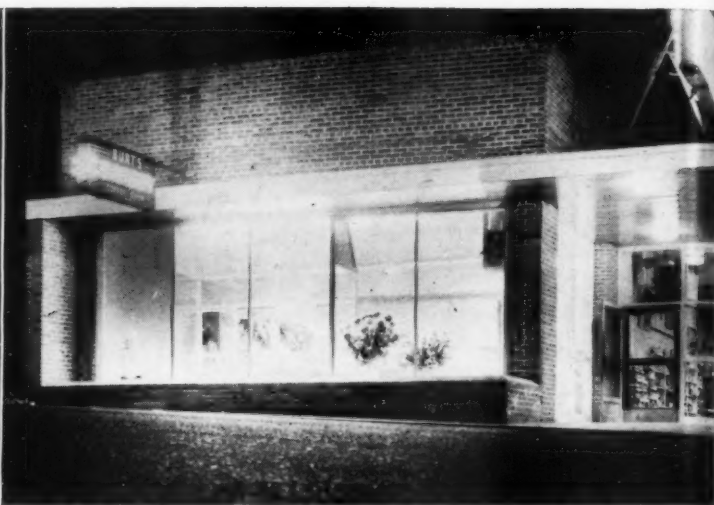
Charles E. Riley Resigns Brolite Sales Position

CHICAGO—Charles E. Riley, has announced his resignation as central division sales manager and director of the bakery research department of the Brolite Co. This resignation becomes effective Dec. 31, 1954.

Mr. Riley has been with the Brolite Co. for the past seven years and before that operated his own bakery in Chicago. Announcement of his future plans will be made at a later date.



DAYLIGHT BAKERY — The large "picture window without glass" shown at the left above enables customers in the bakery to watch Cornish (left) and Bob Burt as they work. Here they are putting the finishing touches on a wedding cake. The modern design of Burt's Bakery, Oswego, Ore., is evident



in the night view at the right above. Lots of glass across the front, well lighted, sufficient parking space, flowers in the interior matching the planter on the outside attract people to both the bakery and coffee shop. Brick and glass predominate on the exterior.

Daylight Bakery Takes a New Promotion Twist

A new twist on the "daylight bakery" angle has been developed by Cornish and R. L. Burt, two brothers who opened Burt's Bakery and Coffee Shop in Oswego, Ore., Dec. 4, when over 1,000 people flocked in to visit the new business.

A number of bakeries have adopted the "daylight" idea and handle cake decorating behind large plate glass windows so that the passing crowd may watch.

The Burts, however, thought they would improve on the idea by pulling the curious into their shop for a good exposure to the baker's greatest salesman, "that bakery smell."

They constructed a 9 ft. by 4 ft. paneless window between the sales

department and the back shop, through which customers may watch decorating as well as the actual baking processes of the various items.

In addition to the display counters filled with appetizing baked products, another sales inducer is a functional coffee bar which seats, at capacity, 12 customers. Here, again, is a Burt innovation. Rather than following the usual practice of using fixed stools at counters, the Burts placed comfortable wrought iron chairs with foam rubber cushioned seats and backs around the coffee bar.

During the winter months, hot chocolate will be a specialty of the coffee bar, as well as 5¢ coffee on Saturdays, baked goods, pre-wrapped

sandwiches and hot dogs. No frying or cooking of food, with its accompanying odors to conflict with the smell of the bakery, will be done, the Burts said.

Machinery and equipment in the back shop includes a 12 bun pan Baker Boy Dispatch oven, an 84 bun pan of Puffer-Hubbard Manufacturing company manufacture, a Little Thompson one-man molder, an Oliver bread slicer and sealer, an 80 qt. Hobart cake mixer, a 24 in. Wells doughnut kettle and screen and a Belshaw Bros. sanitary cake and doughnut machine.

The front shop covers a 22 by 30 sq. ft. area, the back shop has identical area with an additional 22 by 45

sq. ft. in the back of the building for storage and future expansion.

Both Burts are bakers of many years' experience. Cornish operated the Gillsboro Bakery, Hillsboro, Ore., during the war years, then Burt's Bakery in Portland, which he later sold to his brother Bob, and most recently the Hawthorne Electric Bakery, also in Portland.

Bob has operated the Veronia Bakery, Veronia, Ore., Burt's Bakery in Portland and the Florence City (Ore.) Bakery.

Sales work is handled by the wives of the two men and one additional girl.

The decorating theme throughout the shop is pink, white, black and natural wood. A brick planter box stretching the length of the building on the outside adds a fresh touch.

Bakery Mixes Topic At Oregon Meeting

PORTLAND, ORE. — Mixes "as good or better" than the retail baker can produce, and at lower costs, were discussed at the recent meeting of the Oregon chapter, American Society of Bakery Engineers, by Ed Visnaw and Buck Linder, both of the J. B. Kisky Co., Portland.

On exhibit were various types of cakes, sweet rolls, bread and doughnuts which the audience sampled following the meeting.

Major advantage to the high ratio mixes, according to Mr. Linder, is the low mixing time—as important cost-wise in today's bakery as product quality.

In discussing breads, all of which ran on one-hour fermentation time, Mr. Linder had only three ingredients to scale—first, the bag of premix flour which also contained the sugars, shortening and flavors — then the water and yeast.

The rye bread, a semi-sour type, contained 40% rye flour, a higher percentage than average, and has a distinctive flavor. The Cannon Ball bread, known also as Bohemian pumpnickel, contains six different types of coarse flours and is distinguished by its moistness and nutty flavor.

A lighter type of pumpnickel, the Milwaukee pumpnickel, has a more flaky quality than the Cannon Ball variety.

Mr. Linder reported that the 1½-lb. loaf is an excellent seller. It is made

from 100% coarse grind whole wheat flour, flavored with honey and well baked.

Discussing the advantages of using premixes in sweet goods, Mr. Linder said that in the future "the cost of manufacturing will mean the difference between success and failure, especially in the baking industry where craftsmanship is applied to every piece of goods."

He said the use of mixes will not only cut down mixing time in the back shop, but will also enable a greater variety of products to stimulate sales.

The meeting was presided over by Fred Kappel, chapter president, and head of Kappel's Old Holland Bakery, which operates three stores in the Portland area.

—BREAD IS THE STAFF OF LIFE—

Caravan Institutes New Pan Grease Research

NEW YORK — Caravan Products Company, Inc., has instituted a new pan grease research program. The experiments will aim at answering critical questions about the following: Tenacity of pan grease, minimum usage of pan grease, oxidative changes on the surface of finished baked goods, and how to prevent them, increased pan life, methods of pan grease application and wider stability of pan grease over greater temperature ranges.

Caravan Products maintains its offices at 41 N. Moore St., New York 13, N.Y.

French Industrialists Visit Alsop's Plant

MILLDALE, CONN. — A group of 13 French industrialists recently spent a day touring the plant of the Alsop Engineering Corp. in Milldale, Conn.

The men representing management, production executives, engineers, technical and supervisory personnel visited the U.S. for six weeks to study the Chemical and Food Equipment Manufacturing Industry under the auspices of the Technical Assistance Program of the Foreign Operations Administration, Washington.

Charles E. Crowley, president of Alsop's, welcomed the group and S. Alsop, vice president, conducted the plant tour.

—BREAD IS THE STAFF OF LIFE—

NEW BAKERY SUPPLY FIRM

DENVER — Joe Whitson has sold part interest in his bakery equipment

Fuchs Premium

SOUTH MIAMI, FLA. — Each Sunday afternoon, station WTVJ, Miami, presents a 15-minute telecast "Know Your Constitution." At the end of the program a question is asked about the Constitution. Listeners write in to the station and to the winners a fine copy of the Constitution is awarded by the Fuchs Baking Co. The bakery has also been giving these copies to all schools and civic organizations requesting one.

firm to David Langerak and the two have formed the Whitson & Langerak Bakery Equipment Co. Headquarters have been moved from 5135 Beach Court to 57 Santa Fe Drive, Denver.



Alva T. Cinq-Mars

PRESIDENT—Recently reelected by the Connecticut Bakers Assn. for another term as president, Alva T. Cinq-Mars was also chosen one of the association's "men of the year" for his outstanding service. He is proprietor of the Handy Kitchen Bakery, Prospect, Conn.

CONVENTION CALENDAR

Jan. 14-15—Baking Industry Sanitation Standards Committee; Hotel Belmont Plaza, New York City; Sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

Jan. 16-18—Pennsylvania Bakers Assn.; William Penn Hotel, Pittsburgh, Pa.; sec., Theo Staab, 5700 North Broad St., Philadelphia.

Jan. 18—Michigan Bakers Educational Conference; Kellogg Center, Michigan State College, East Lansing; Sec., Bern E. Godde, 72 Guest Street, Battle Creek, Mich.

Jan. 23-25—Ohio Bakers Assn.; Neil House, Columbus, Ohio; sec., Roy Ferguson, Seneca Hotel, Columbus.

Jan. 30-Feb. 1—Potomac States Bakers Assn.; Lord Baltimore Hotel, Baltimore, Md.; sec., Emmet Cary, 16 McClellan Place, Baltimore 1, Md.

Feb. 6-8—Tri-State Bakers Assn.; Jung Hotel, New Orleans, La.; sec., Sidney Baudier, Jr., 624 Gravier St., New Orleans 12, La.

Feb. 11-13—Bakers Assn. of Carolinas; The Carolina, Pinehurst, N.C.; Sec., Louise Skillman, 2608 Portland Ave., Charlotte, N.C.

March 4-5—Baking Industry Sanitation Standards Comm.; Edgewater Beach Hotel, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17.

March 6—Bakery Equipment Mfrs. Assn.; Edgewater Beach Hotel, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17.

March 7-10—American Society of Bakery Engineers; Edgewater Beach Hotel, Chicago, Ill.; sec., Victor E. Marx, 1354 LaSalle-Wacker Bldg., 121 W. Wacker Drive, Chicago 1, Ill.

Mar. 13-15—New York State Assn. of Manufacturing Retail Bakers, Inc.; Hotel Syracuse, Syracuse, N. Y.; Gen. Chmn., John McNamara, 118 E. Fayette St., Syracuse 2, N. Y.

March 22-23—South Dakota Bakers Assn.; Cataract Hotel, Sioux Falls; Sec., William J. Fetter, P.O. Box 431, Rapid City, So. Dak.

Mar. 26-27—Western Carolina Retail Bakers Assn.; Franklin Hotel, Spartanburg, S.C.; Sec., Lewis Cox, Standard Brands, Inc., Columbia, S.C.

April 12—Pennsylvania Div. No. 4, Allied Trades of the Baking Industry; Abraham Lincoln Hotel, Reading, Pa.; Sec., J. C. Hendrickson, Standard Brands, Inc., 3919 "M" Street, Philadelphia 24, Pa.

April 14-16—Southern Bakers Assn.; Vinoy Park Hotel, St. Petersburg, Fla.; sec., E. P. Cline, 703 Henry Grady Bldg., Atlanta 3, Ga.

April 17-19—Texas Bakers Assn.; San Antonio; Sec., Nell DeLancy, 1316 W. Twohig St., San Angelo, Texas.

April 18-20—Pacific Northwest Bakers Conference; Multnomah Hotel, Portland, Ore.; sec., Roger Williams, 1138 Jefferson St., Salem, Ore.

April 21-24—Rocky Mountain Bakers Assn.; Broadmoor Hotel, Colorado Springs, Colo.; Sec., Fred Linsenmaier, Box 871, Denver 1, Colo.

Apr. 24-26—Oklahoma-Arkansas Bakers; Biltmore Hotel, Oklahoma City; Sec., Paul Bunch, Standard Brands, Inc., Oklahoma City, Okla.

April 24-27—Associated Retail Bakers of America, Sans Souci Hotel, Miami Beach, Fla.; sec., Trudy Schurr, 735 W. Sheridan Road, Chicago 13, Ill.

April 26-27—Allied Trades of the Baking Industry of Southern California; Sec., Phil Seitz, P.O. Box 518, Montrose, Cal.

Apr. 30-May 2—Southwest Bakers Assn.; Cortez Hotel, El Paso, Texas; Sec., J. R. L. Kilgore, P.O. Box 127, Albuquerque, N.M.

May 1-4—Biscuit and Cracker Manufacturers' Assn.; Drake Hotel, Chicago; Sec., Walter Dietz, 20 North Wacker Drive, Chicago 6, Ill.

May 9-10—Associated Bakers of Minnesota; Radisson Hotel, Minneapolis; sec., J. M. Long, 623 Fourteenth Ave. S.E., Minneapolis 14, Minn.

May 10-11—Iowa Bakers Assn.; Savory Hotel, Des Moines; Sec., Norman X. Swenson, 113 So. Court St., Ottumwa, Iowa.

May 15-19—American Association of Cereal Chemists; Chase Hotel, St. Louis, Mo.; Sec., American Assn. of Cereal Chemists, University Farm, St. Paul 1, Minn.

June 4-6—Pennsylvania Bakers Assn.; Bedford Springs Hotel, Bedford, Pa.; sec., Theo Staab, 5700 N. Broad St., Philadelphia.

June 11-14—New England Bakers Assn.; Equinox House, Manchester, Vt.; Sec., Robert E. Sullivan, 51 Exeter St., Boston, Mass.

June 11-13—Bakers Assn. of the Carolinas; Ocean Forest Hotel, Myrtle Beach, S. C.; Sec., Louise Skillman, 2608 Portland Ave., Charlotte, N. C.

June 20-22—Potomac States Bakers Assn.; the Cavalier Hotel, Virginia Beach, Va.; sec., Emmet Cary, 16 McClellan Place, Baltimore 1, Md.

July 24-26—West Virginia Bakers Assn.; Greenbrier Hotel, White Sulphur Springs; Sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston, W. Va.

Sept. 11-12—Virginia Bakers Council, Inc.; Natural Bridge, Va.; Sec., Harold K. Wilder, 5 S. 12th St., Richmond, Va.

Oct. 1-6—Baking Industry Exposition (American Bakers Assn., Bakery Equipment Manufacturers Assn.), Atlantic City, N. J.; Sec., Harold Fiedler, American Bakers Assn., 20 N. Wacker Drive, Chicago 6, Ill.

Oct. 6-8—Natl. Bakery Suppliers Assn.; Shelburne Hotel, Atlantic City, N.J.; sec., Philip W. Orth, Jr., 304 E. Florida St., Milwaukee, Wis.

1956

April 8-11—Associated Retail Bakers of America; Hotel Sherman, Chicago; Sec., Trudy Schurr, ARBA, 735 W. Sheridan Road, Chicago 13, Ill.

—BREAD IS THE STAFF OF LIFE—

Bakery Firm Expands

MONTREAL — General Bakeries, Ltd., a leading Canadian bakery organization is to purchase the bakery operation of Palace Bread, Ltd., Calgary.

Stephen R. Saxby, president of General Bakeries, announces that the takeover has been scheduled for Jan. 15, 1955. He revealed that negotiations for the purchase have been carried on intermittently over a three year period.

The plant, the largest in the Calgary area, will be operated as the Palace bread division of General Bakeries.



Everyone's Talking

ABOUT

NEBRASKA WHEAT QUALITY

Nebraska got to the heart of the wheat quality problem and has maintained for several years the current record of 98% approved varieties* grown in the state. This fact is emphasized time and time again in grain and flour circles. Milling and baking trade papers, market news sheets and other publications repeatedly report the amazing record of Nebraska Quality Wheat. Even more important, is the fact that Nebraska producers are quality-minded. They value wheat quality and are doing something about it.

Here's what NEBRASKA QUALITY means to you. Uniformity of baking performance. Adequate mixing time which makes for excellent blends. Proper tolerance. Higher absorption. NEBRASKA QUALITY gives you what you expect—GOOD BREAD ALWAYS.

FOR THE FACTS BEHIND NEBRASKA QUALITY WRITE—

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An Association of Commercial and Agricultural Organizations Promoting Higher Quality Grains

THE COLLEGE OF AGRICULTURE

LINCOLN 1, NEBRASKA

***98%**

of Nebraska's 1954 wheat crop of 62 million bushels is of varieties that are approved by the Nebraska Grain Improvement Association and rate "excellent" to "good" in milling and baking characteristics.

SPRING WHEAT FLOURS

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Flour Tested and Baked in Our Own Laboratory.



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Philadelphia's Football Night Draws Record Crowd

PHILADELPHIA—The sixth annual Father-and-Son Football Night of the Bakers Club of Philadelphia at the Penn-Sherwood Hotel recently attracted a crowd of nearly 300, including bakery trade representatives from Baltimore, New York City and Pottstown, Pa.

Bill McCarthy, president of Fleischmann's Vienna Model Bakery, Inc., and president of the club, presented an award to Bert Bell, commissioner of the National Football League, naming him Football's Man-of-the-Year.

Mack Freedman, local flour broker, made a presentation to Jim Castle, University of Pennsylvania gridiron captain, designating him as the most valuable player on the Red-and-Blue squad the past season.

Frank Kilroy was similarly honored for his play with the Philadelphia Eagles, with the presentation made by Arthur Holmes, executive of the Puritan Pie Baking Co. Guests at the affair included players and coaches from local colleges and high

schools and there was a delegation from the Philadelphia Eagles professional squad.

The out-of-town bakery contingent included a delegation of ten from Baltimore, Charles Schultz, Sr. and Charles Schultz, Jr., of Schultz Baking Co., Pottstown, and Arthur Levy, of Joe Lowe Corp., New York City.

New York Production Men Hold Yule Party

NEW YORK—The annual Christmas party of the Metropolitan Bakery Production Club Inc. is always an outstanding event in the year-end party circuit in the metropolitan area, and 1954 was no exception.

An overflow crowd topping 200 turned out for the gala occasion which featured a cocktail hour, banquet, an exceptional floor show and door prizes which seemed endless.

The annual event, complete with music, party hats, fun and fellowship, was held at the Beekman Tower Hotel.

Bakers Courtesy Club Holds Christmas Party

CHICAGO—Members of the Bakers Courtesy Club of Chicago held their annual Christmas dinner party in the Bal Tabarin Room of the Hotel Sherman the evening of Dec. 16.

Attendance of 130 members and guests participated in the usual turkey raffle, a sumptuous six-course dinner and the drawing of a wide variety of door prizes.

Christmas Party

CHICAGO—More than 100 members and guests of the Chicago Bakery Production Club attended the annual Christmas Party of the organization, held at the Midland Hotel here the evening of Dec. 14.

A dinner, Bingo and grab bag prizes filled the evening's program. The allied trades members provided egg nog and other beverages. Bingo was played to determine the winners of door prizes.

NAMED BY HANSCOM

NEW YORK—Miss Dorothy Thomas has been appointed sales promotion manager of Hanscom Bake Shops here, according to an announcement by Richard Price, president, and Milton Woll, sales manager.

Miss Thomas, well known in the baking industry, was active in retail bakery promotions throughout the country while associated with the Fleischmann division of Standard Brands, Inc., and Ward Baking Co.

Courtesy Club Meets

PITTSBURGH—The Bakers Courtesy Club of Pittsburgh held its Dec. 13 luncheon meeting at Gateway Plaza. James Williamson, Duquesne Baking Co., vice president of the Pennsylvania Bakers Assn., and Theo. Staab, secretary of the association were guests and outlined the plans for the state convention to be held in Pittsburgh Jan. 16-18 at the Wm. Penn Hotel. J. R. Lloyd, J. L. Loyd Co., the president of Bakers Courtesy Club, presided. There was a record attendance.

Hugo Bomberg Elected by Milwaukee Retail Bakers

MILWAUKEE—Hugo Bomberg, operator of Bomberg's Bakery, West Allis, Wis., has been elected president of the Milwaukee Retail Bakers Assn. to succeed John Bohren, who served the past two years.

Other officers elected in December and installed at the Jan. 3 meeting are Louis Yarne, Yarne's Bakery, vice president, succeeding Matt Gross, Jr., who last year retired from the baking business. Reelected were Ludwig Ighaut, State Street Bakery, corresponding secretary; Lorenz Ripple, Ripple's Bakery, financial secretary and Herman L. Krueger, Krueger's Bakery, treasurer. Tom Strupp was re-elected trustee for a three year term.

Both the new president and vice president are newcomers to the association's official family although both have long been active in local retail bakery circles. Mr. Bomberg started in the industry about 1923 when he joined his brother-in-law in a retail shop. Later he worked as a baker in Chicago and then returned to Milwaukee about 1930. Two years later he opened his own shop on West St. Paul avenue and continued there until he re-located at his present West Beloit Road location in 1950.

Mr. Yarne has been a baker for 26 years. In 1936 he opened a shop and in March of this past year moved to a new location in a new and rapidly growing residential section.

Du Pont Forecasts Use of Its Lysine in Bread

WILMINGTON, DEL.—Lysine, an essential element in human nutrition and one in which many foods, notably those based on wheat, are deficient, is now being made synthetically by the DuPont Co. in semi-commercial quantities.

The company's electrochemicals department announced that it has completed pilot plant facilities for producing L-lysine monohydrochloride at its Niagara Falls, N.Y., plant.

Lysine is one of eight amino acids—called nature's building blocks for body tissues—that are considered essential to human nutrition. Furthermore, these amino acids have to be present in food in the right proportions for the body to receive full benefit from the proteins it consumes.

"Some foods such as meat, milk, eggs, fish, and cheese have a proper balance of the essential amino acids. On the other hand, many products, particularly those based on grains, do not. In some cases this can be corrected by the addition of small quantities of lysine. For example, tests have shown that adding 2/10 of 1% of L-lysine to wheat flour boosts the protein value of the bread from 70 to 100%," Du Pont claims.

Quartermaster Research On Baked Foods Planned

CHICAGO—Members of the Research and Development Advisory Committee on Quartermaster Food and Container items met recently at the Quartermaster Food and Container Institute to discuss continuing technical problems in the food field as presented by institute staff technologists. Some of the outstanding problems which the Committee is taking under consideration are, in cereal and baked products, the development of additional varieties of canned steamed puddings, development of an angel food cake mix which will provide an acceptable product when prepared in large volume using armed forces baking equipment, and the development of a thermostable active dry yeast for military use.

National Biscuit Looks For New Plant Site

NEW YORK—The National Biscuit Co. is negotiating purchase of property located in the Paterson, N.J., suburb of Fair Lawn as the site of a new plant.

According to a company spokesman, selection of the site ends Nabisco's searching for a suitable location for a new plant in the metropolitan New York area.

Date for beginning construction of the plant is uncertain as negotiations for the site are not expected to be completed before August or September, 1955.

Baking Industry to Share In Peanut Promotion

Bread, crackers and other food products will be featured in 1955 peanut advertising and promotion campaigns, according to a National Peanut Council announcement.

National Peanut Week, March 6-12, will climax the opening quarter in which brand name advertisers will participate in magazine, newspaper, radio and television campaigns. The drive will include special merchandising offers, store displays, point of sale posters and publicity.

The tie-in of related products has been planned in order to offset the peanut shortage at the same time maintaining consumer demand for peanut products.

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Health and happiness are always in season—and there's no better place to give them a boost than Hot Springs!

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MICROFILM EDITION OF THE AMERICAN BAKER NOW AVAILABLE

FOR LIBRARIES AND COMPANIES with microfilm facilities, The American Baker is now available in microfilm form, beginning with volume 18, covering the complete set of issues for the year 1950 and continuing through volume 21, for the year 1953. Subsequent volumes will be issued annually by University Microfilms, Ann Arbor, Mich.

One of the most pressing problems facing all types of libraries is that of providing adequate space for a constant flood of publications. Periodicals pose an especially difficult problem because of their bulk and number. For this reason, many libraries and other users of microfilm equipment are substituting microfilm editions for their paper copies after the latter have passed their period of maximum use.

The microfilm is in the form of positive microfilm, furnished on suitably labeled metal reels, each covering an entire volume. Orders should be addressed to University Microfilms, 313 N. First Street, Ann Arbor, Mich. The cost of each yearly edition is approximately \$3.55.

WANT ADS

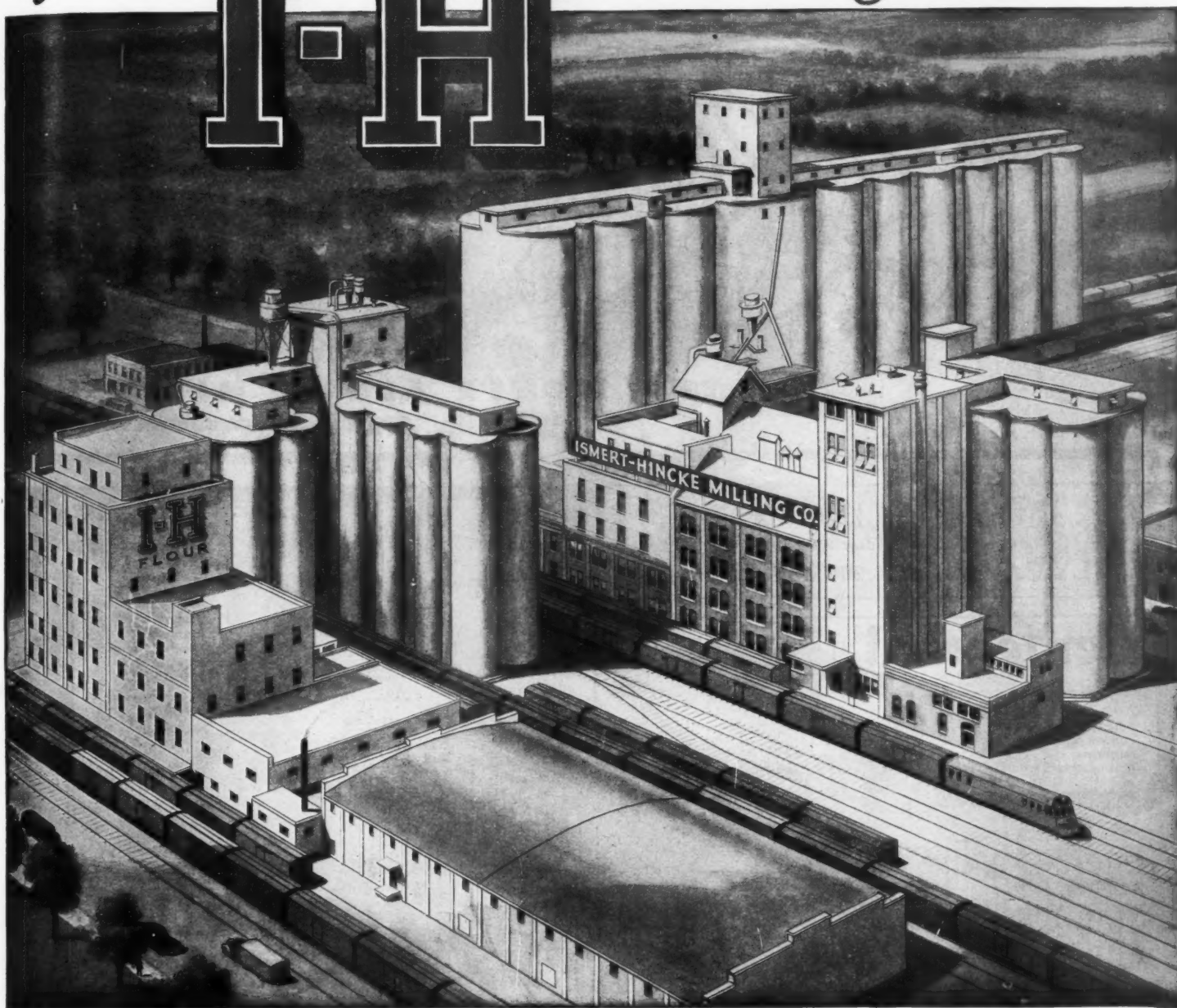
Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

MACHINERY WANTED

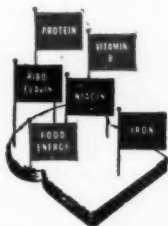
WANTED—ONE ARTOFEX MIXER, 1½ OB 2 bbl. size, preferably with two stainless bowls. Pet-Ritz Foods, Baulah, Mich.

WANTED TO BUY — RICHARDSON scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan, Box 574, Jefferson City, Mo.

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TOPNOTCH baking quality in flour can only be the result of superior wheat, skilled craftsmen, modern equipment and a determination to produce a better product. These are the important factors that for many years have been the foundation of I-H quality. That's why these famous flours are the choice of so many of the nation's leading bakeries.

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- (2) Bulk flour terminals are being constructed at strategic points to give faster service and to provide bulk truck delivery in certain metropolitan areas.
- (3) Specially designed trucks for low cost bulk flour hauling are being made available at certain strategic points.
- (4) Econo-Flo Bulk Flour bins and handling equipment with a record of proven success based on actual usage are now available to the baking industry.

"A real service to the baking industry is our only objective."

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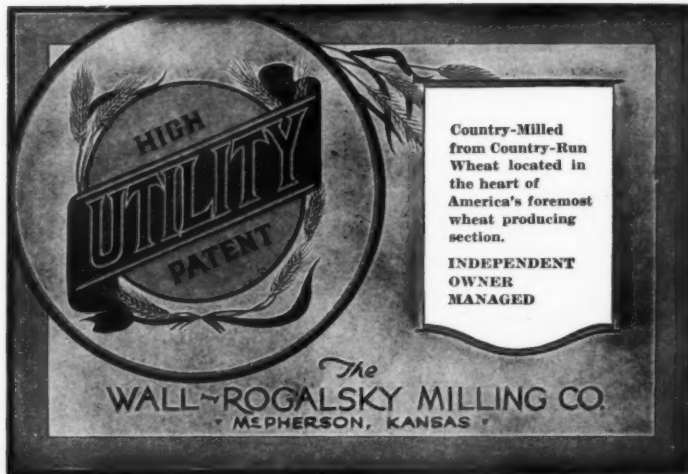
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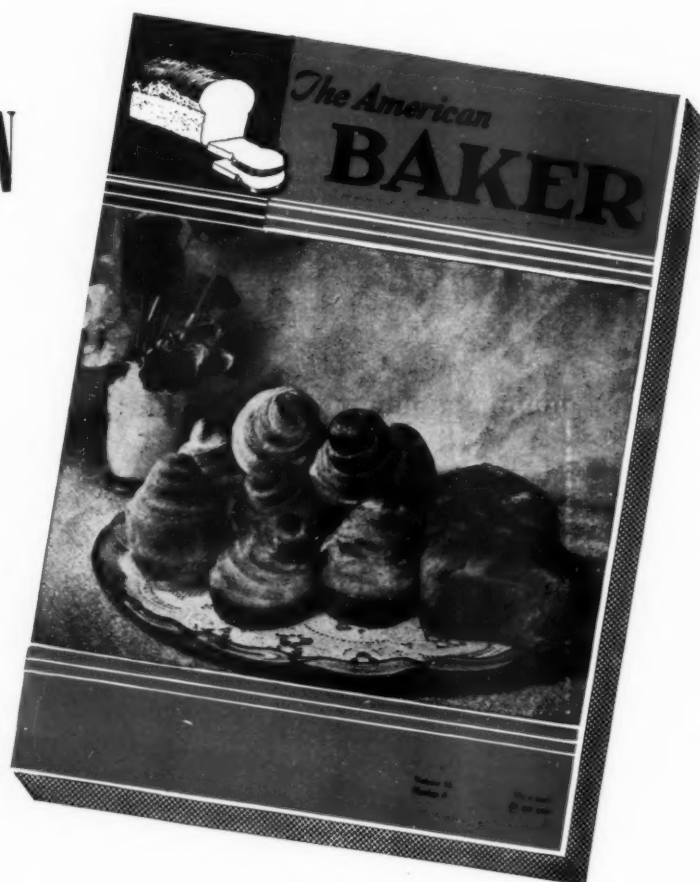
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These Features Insure Reader Interest:

Flour Market Review — written by trained market analysts, gives vital information for flour purchases, nerve center for bakery profits. **Washington News** — The American Baker maintains its own Washington Bureau interpreting the latest news from the Capital. **Tested Formulas** — its technical editor brings expert advice on the baker's problems. **News Spotlight** — monthly baking news in a brief one-package presentation. **Successful Selling** — and other merchandising articles promote profitable selling methods. Tell the Baker YOUR Facts Where He Gets HIS Trade Facts.

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- 2 Bulk flour terminals are being constructed at strategic points to give faster service and to provide bulk truck delivery in certain metropolitan areas.
- 3 Specially designed trucks for low cost bulk flour hauling are being made available at certain strategic points.
- 4 Econo-Flo Bulk Flour bins and handling equipment with a record of proven success based on actual usage are now available to the baking industry.

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GOOCH MILLING & ELEVATOR CO.
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Daily Capacity 5,000 Cwts.

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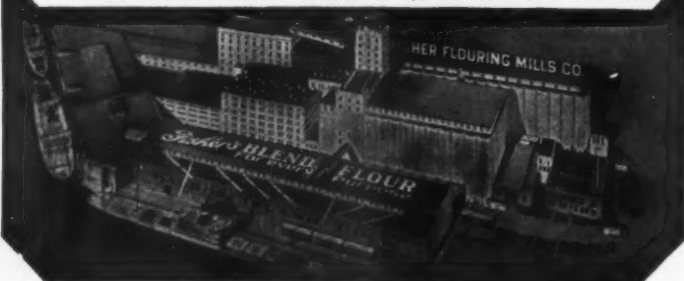
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upon such immediate gratifying results from your new South-
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Sincerely,

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WATERFORD, WIS. — Daniel Bilitz, Sr., who operates a bakery here, knows he has customers who are not mere casual friends. Daniel's legs were amputated a few years ago and the handicap made it difficult for him to get around, although he kept coming to his bakery daily.

On his 65th birthday recently, about 100 friends surprised him at his bakery, and presented him with a \$500 motorized wheel chair. Among the donors were many friends from Waterford and Milwaukee where he operated a bakery for 25 years before the war.

Equally as proud were Mrs. Bilitz, and the couple's family, Edwin, Hugo, Daniel and Margaret, for they were in on the secret and arranged a lunch for all of Daniel's friends.

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Produce Exchange NEW YORK

LAKE SHORE APPOINTMENTS

CHICAGO—Lake Shore Products has announced that Stuart L. Feuer is now handling sales of the company's rye sour concentrate. He was formerly sales supervisor for Kitchens of Sara Lee. The firm also has announced that the Harco Food Co., Boston, has been named New England states representative.

—BREAD IS THE STAFF OF LIFE—

OHIO BAKERY SOLD

ZANESVILLE, OHIO—Purchase of the Dave Lee Baking Co., Zanesville, Ohio, has been announced by Alfred W. Baker, president of the Baker Bread Co., Zanesville. All equipment will be moved to the Baker plant. Andrew Baetteiger, Dave Lee produc-

tion superintendent for the past 25 years, will continue in the same capacity in the Baker Bread Company's new Butter-Nut division.

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